

KEY INFORMATION

Role Title	Venue Marketing Executive
Reports to	Theatre Director
Hours	40 hours p/w
Contract	Permanent
Annual Leave	33 days per annum inclusive of Public bank holidays
Salary	£30,000 per annum (dependant on skills and experience)
Location	Fareham Live

ABOUT TRAFALGAR ENTERTAINMENT (TE)

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business focussed on new productions, venue ownership, Performing Arts education, theatre ticketing, the distribution of live-streaming innovative content and the provision of great theatres where people can come together to share in the experience of live entertainment. TE is home to Trafalgar Theatres, The Chiswick Cinema, Trafalgar Theatre Productions, Trafalgar Releasing, Trafalgar Tickets, Stagecoach Performing Arts, Drama Kids/Helen O'Grady Drama Academy, ticketing company London Theatre Direct, Stagedoor, Jonathan Church Theatre Productions, and Imagine Theatre.

ABOUT TRAFALGAR THEATRES

Trafalgar Theatres is the venue-operating division of TE. We currently operate **21** venues; including 14 in the UK regions; the Trafalgar Theatre in London's West End and the Theatre Royal in Sydney. We're growing fast, we're confident in what we do, and we're ambitious about the future. There's never been a better time to get onboard.

We are passionate about entertainment, audiences, and the live experience and we value **Creativity, Collaboration, Excellence and Respect.**

ABOUT THIS ROLE

The Venue Marketing Executive is vital in embedding our venues within their local catchment area and supporting onsite delivery of marketing activity. The Venue Marketing Executive liaises with the central Trafalgar Entertainment campaigns and content teams to deliver our internal marketing strategy.

As a Venue Marketing Executive, you'll:

- Take responsibility for the promotion of the venue and the development of strong ties with local audiences (current and potential) and local business partners
- Organise press nights, membership events, season launches and open days to showcase the venue to potential audiences, taking the Press and PR lead for all events and productions.
- Be responsible for generating and maintaining excellent relationships with organisations in the catchment for the commercial benefit of the venue

- Be responsible for ensuring that on-site print collateral and digital sites are updated and carry relevant information to audiences attending, and that exit leafletting, distribution and regular poster changes are carried out
- Manage and develop campaigns for locally programmed hires and community productions.

The role reports to the Theatre Director and has positive collaborative relationships with others across Trafalgar Entertainment (including the Campaign and Marketing Services team) and with third parties across the sector.

ABOUT YOU

You'll be passionate and enthusiastic about theatre, live events and entertainment. Self-motivated and equipped with excellent interpersonal skills, you'll also need a creative 'can-do' approach to your work and an ability to juggle multiple priorities simultaneously.

Personable, upbeat and professional, you'll be as comfortable requesting a backstage interview with a major artiste as directing other members of staff to exit leaflet at the end of the show.

You'll also be comfortable acting as a key point of contact within the local business community, attending meetings and events to champion the venue's work and developing positive relationships with others.

KEY RESPONSIBILITIES

- Represent the venue (alongside the Theatre Director) in local business forums and at industry events and meetings/events as required
- Develop excellent relationships with local businesses, organisations and local authority contacts in order to partner with them on initiatives to the benefit of the venue and the show programme, including competitions, promotions to employees, sponsorship and other activities
- Identify local events at which to promote the venue's programme and arrange for attendance/presence and collateral as required
- Alongside the Theatre Director to be responsible for developing the 'welcome' for visiting companies and producers to give artists and producers the best impression of Trafalgar Theatres
- Support marketing campaigns as directed by Campaigns team
- Support the central Campaign team with executing the venue's brochures
- Create in-house merchandise programmes in collaboration with the visiting companies
- Create and maintain relationships with relevant influencers, journalists, bloggers and community leaders, build target media lists, and develop relationships with journalists and publications
- Develop marketing campaigns and materials for on-site activities (including Creative Learning, Hospitality events and Food and Beverage) to maximise customer engagement and ensure successful campaigns
- Collaborate with the content teams to promote, capture, and share content on all social media platforms
- Organise and respond to audience comments/ inbox on social media, helping to develop an active online community and increase engagement
- Manage the complaints process and provide a first level response after investigation.
- Provide updates and reports on activity to inform business planning.

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We welcome applications from people in groups where we are under-represented, for example people with disabilities, from minority ethnic groups, older returners and people who are neurodivergent.

This role may be subject to a Disclosure and Barring Service (DBS) check or other security screening, depending on the specific requirements of the position.

We are curious, courageous, and ambitious, empowering people to challenge and innovate in pursuit of excellence.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. From time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience, and capabilities.