

MARKETING DIRECTOR BRIEF

Oldham Coliseum Theatre (Ltd) is looking for a **Marketing Director** to support the delivery of its activity over the next six months. This includes the following (not exclusively):

Marketing

- Devise and deliver the overall marketing strategies for the theatre, setting targets and timelines for delivery including the “Winter Show” and a year-round Studio programme
- Devise and implement marketing campaigns for Coliseum shows along with other activities – including community and development events
- Develop and implement a social media strategy to drive increased engagement on all channels
- Conduct detailed sales analysis and use data insights (using ticket sales data, Google Analytics, social media analytics, etc.) to plan and evaluate marketing campaigns
- Maximise the reach of the Coliseum’s work to further diversify our audiences
- Review and drive the continuing evolution of the Coliseum brand, to best reflect and articulate the theatre’s mission and programme

Audience Development

- Oversee the mapping, analysis and audience profiling of our work with the Audience Agency
- Lead on the development of a refreshed Audience Development plan in line with our Business Planning Process (September – December 2024)

Press and Communications

- Liaise with our Freelance Communications specialist to create an integrated approach to align with wider marketing communications to all stakeholders, including audiences, corporates, funders and the cultural industry
- Prepare and distribute press releases, ensuring the press database is current
- Arrange picture and film coverage, by way of commissioning publicity photography, and creating an image bank for future use

Sales, Ticketing and Customer Service

- To develop and monitor the Coliseum’s pricing strategy to increase attendances and advance booking, whilst enabling access
- To review ticketing and CRM systems and activities and make recommendations for future activity

Management

- To manage and control department budget
- To jointly manage the General Assistant with the General Manager

Other

- Represent the Coliseum at relevant meetings and events
- Actively participate in training and business planning events as appropriate

- Maintain the confidentiality of all affairs of the Coliseum that should properly remain confidential
- Work in the best interests of the Coliseum and in accordance with company policies such as, but not limited to, equal opportunities, health and safety, safeguarding and IT

This brief will be supported by a General Assistant and Specialist Communications expert

Terms and conditions

Terms: Freelance contract (six months September 24 to March 25)

Hours: Negotiable, initially estimated at 2 days per week

Fee: £10,400