

**Position:** Marketing Manager  
**Reporting to:** Head of Sales & Ticketing

### **Job Function**

The Marketing Manager will be responsible for maximising direct sales through Delfont Mackintosh Theatres (DMT) and providing marketing support to all producers in DMT venues. They will also be responsible for all DMT branding, in-house marketing materials and external communication.

### **Responsibilities:**

#### **CRM**

- To manage, maintain and grow the DMT customer database
- To strategically plan mutually beneficial 3rd party data usage
- To ensure data is recorded accurately and all data and associated opt-ins conform to GDPR.
- Accurately report on database activity

#### **Email Marketing**

- Manage the creation, approval and scheduling of all DMT email marketing campaigns
- Work with DMT's productions to ensure all email marketing activity is reflective of current campaigns and provides good commercial return
- Lead on customer communications, including automated pre and post visit emails and ad-hoc customer service emails when required.
- Accurately report on all email marketing activity and use data to continually improve email open, click and conversion rates

#### **Website Management**

- To manage the content and development of the DMT website; working closely with producers, marketing agencies and internal departments to ensure all information is accurate.
- Work with the Ticketing Systems department and external web developers to continually improve the DMT ticketing website in line with business goals
- Ensure the DMT website's SEO and SEM strategy continues to fall in line with best practice and delivers strong organic traffic to the DMT website
- Report on daily web sales and use data to inform the ongoing website development strategy
- Ensure all external show websites are delivering sales directly to the box office
- Manage incoming traffic via Queue It during peak times.

#### **Social Media**

- Create and manage the content and social media schedule for all of DMT's social media accounts
- Regularly report on social media engagement and use data to continually improve the DMT social media presence
- Work alongside the Customer Services team who manage incoming public mentions and ensure all public enquiries are dealt with promptly and appropriately

#### **Print**

- To co-ordinate the distribution of print to all DMT venues and organise inclusion of print in despatch of tickets where necessary

- To ensure correct and accurate box office and pricing information is on all leaflets and print, and that DMT website and necessary departments are represented.
- To ensure accurate representation of DMT logos and brand in all published materials
- Manage the design, print & approval process of marketing materials for all department and DMT advertising, liaising with internal departments, printers and CML marketing when required.
- Manage the design and content of DMT pages in programmes and working closely with Cabbells and Cameron Mackintosh Ltd to agree editorial content for DMT programmes and manage the approval process of all DMT house pages.

#### **Client Management**

- Provide a client management and marketing support function to producers
- Work closely with the Cameron Mackintosh Ltd marketing department
- Work closely with marketing agencies and provide support and reports for all shows when requested.
- Attend weekly marketing meetings reporting on sales, box office activity and industry trends.
- Provide producers with DMT marketing plans for new productions

#### **Commercial Activity**

- Investigate areas of commercial activity to complement DMT sales and ticketing
- Develop and secure 3rd party sales relationships and distribution channels to benefit DMT and producers – approaching promotional partners, agreeing offers & packages, implementing with the box office and promoting to ensure maximum sales
- Manage sponsorship of ticket envelopes

#### **Groups and Education**

- To manage design of DMT Groups and Education guides
- Provide additional marketing support to the Groups Sales Manager when required.
- Manage the groups' and education marketing budget and the execution of agreed activity
- Manage invoice process of eshots to the groups and education database and any additional advertising when required.

#### **DMT Membership scheme**

- Line manage the DMT+ Co-ordinator
- Plan and co-ordinate membership events alongside the DMT+ Co-ordinator
- Oversee DMT+ newsletters, on sale emails and all marketing materials.
- Work closely with the DMT+ Co-ordinator to keep scheme cost-effective and interesting for members

#### **DMT Marketing**

- Support and manage the Marketing Assistant
- Manage all post-visit feedback, working closely with Operations Director & Theatre Managers to make sure questions are focussed to guarantee the most concise results
- Report monthly on audience feedback and analysis
- Attend SOLT Marketing meetings when required to stay aware of marketing strategies, promotions and schemes across the West End.
- Attend monthly Operations meetings

- Manage advertising process for all DMT recruitment ensuring we are reaching a diverse range of potentially employees and young people.
- Works to reach and develop new audiences

**Required Skills**

- Excellent numerical and communication skills
- A comprehensive working knowledge of West End theatre / entertainment industry
- Proven database management within a ticketing environment
- Highly motivated, organised and pro-active individual who is able to project manage tasks to tight deadlines
- Marketing, distribution and ticketing experience
- Strong interpersonal and relationship management skills
- Be computer literate with Word and Excel skills and ideally experience of computerised ticketing systems
- Knowledge of ENTA or other ticketing systems
- Understanding of social media and e-commerce