

Role

A Marketing Manager is responsible for devising and leading the marketing and advertising campaign to promote a production, venue or company precisely to encourage patrons to book tickets. They may work in liaison with a Press/PR Manager to ensure maximum exposure and will report back their client (be that a producer or a venue) on a frequent basis on advertising stats and ticket sales. Digital and social media marketing may be in the Marketing Managers remit although on larger productions these functions may be handled separately

Responsibilities include

Planning and developing bespoke marketing campaigns for clients from working with graphic designers to create the image, devising the advertising strategy (including print, radio, TV and outdoor) as well as social media and digital marketing.

Identifying the appropriate target markets for each show and devising strategies to reach those markets.

Work with the Ticketing team to set the pricing for the tickets which usually includes the rates for schools, groups and concessions.

Creating sales reports and data analysis of ticket sales to ensure campaign are productive and sustainable.

Key Skills

Ability to think creatively and problem solve with excellent copywriting skills

Excellent analytical skills, interpreting sales trends and audience patterns

Good knowledge of social media

Strong understanding of financial statistics to assess marketing techniques

Good communication skills with people at all levels and the ability to negotiate

Able to work well alone and in a team

Ability to work well in pressurised environments

Training

There's very little specific training for theatre marketing. Most people in the industry have gone down the marketing route having started in the box office, or as an office junior or studied for a generic Marketing qualification and applied those principals to theatre.

But it is generally considered more important to have a creative mind and have a general understanding of the areas that feed into the marketing mix rather than having a pure marketing

degree. Experience in a junior role in PR, ticketing, marketing, media buying or a creative agency is arguably more important to gain valuable insight.

Courses include but are not limited to the following

BA (Hons) Marketing & Theatre Studies – Derby University

BA Drama & Theatre Studies & Marketing – Liverpool Hope University

Useful Information

Society of London Theatre/UKT run training courses in marketing – www.solt.co.uk/

Arts Marketing Association - www.a-m-a.co.uk/

The Stage newspaper & online – www.jobs.thestage.co.uk/