

**RECRUITMENT
FREELANCE MARKETEEER**

WATFORD PALACE THEATRE



ABOUT WATFORD PALACE THEATRE

Watford Palace Theatre is a successful, inclusive and ambitious award-winning professional theatre and local charity.

The organisation receives core funding from Arts Council England as one of their key National Portfolio Organisations within the 'three counties' region of Hertfordshire, Buckinghamshire and Bedfordshire, and has strong partnership support with Watford Borough Council.

As a production house, Watford Palace Theatre has a rich and progressive history as one of the most respected and artistically ambitious midscale regional theatres in the UK. The venue was one of the first pioneers of Theatre in Education/Community engagement – a legacy which is continued with our current acclaimed Take Part programme (see below).

Watford Palace Theatre has a positive reputation in the industry for being a wonderful home for producing and making 'excellent' Theatre with high production values. This ambition for excellence is supported by our skilled and respected production department, our beautiful heritage Edwardian 600- seat auditorium, our scenic construction workshop, our costume department and well- resourced technical facilities. Watford Palace Theatre also benefits from being so close to London - only 20mins train ride from Euston Station.

As well as producing Theatre inside the building, we also make productions and events in Watford that go beyond these walls. We stage these artistically ambitious productions and shows (made by ourselves and in co- production partnerships) in Watford, and then take further afield and out on tour across the UK and internationally. The Theatre also produces its annual international outdoor festival programme *Imagine Watford*, bringing world class international artists to perform outdoors in the streets of Watford, all for free to the public.

OUR MISSION

Great stories that entertain, provoke and inspire, on our stage and in our streets.

EVERYONE'S WELCOME AT THE PALACE

We aim to inspire and entertain through inventive, ambitious and inclusive drama, new plays, musicals, dance and family shows; free outdoor festivals; diverse stand-up; and a much-loved traditional pantomime.

SEE YOURSELF ON OUR STAGE

We aim to reflect our diverse communities, and fully represent women, both onstage and behind the scenes.

WE MAKE THE FUTURE

We celebrate and develop creativity and skill in our community and our young people.

SEE IT HERE FIRST

We're proud that our locally produced shows and home grown talent have toured nationally and internationally, been seen on BBC iPlayer, won awards and transferred to the West End.

WWW.WATFORDPALACETHEATRE.CO.UK



GRAND INVASION – CLOSE ACT IMAGINE WATFORD 2019

WPT MARKETING TEAM

The Watford Palace Theatre marketing department is a small, fast-paced but mentally stimulating and crucial team that works hard to showcase the diversity and depth of work we do at WPT through dynamic and creative traditional and digital marketing activities, aiding audience development, bringing more visitors to the theatre, enhancing the brand and reputation of the organisation, and developing greater reach for the work taking place inside the building, as well as outside and on tour.

Over the past year, WPT has responded positively to the closure of the building, showcasing predominantly digital product, as well as developing a new brand and website to boot! With reopening now on the horizon, we have an exciting and busy programme ahead, and as such an opportunity has arisen for a freelance marketer to join the team part time, primarily assisting the Marketing Manager with campaign strategy and delivery.

JOB DESCRIPTION

Post: Freelance Marketeer

Reporting to: Marketing Manager

Contract : This is a 4 month part time freelance contract for 8 hours a week – to be split across each week to fit the department and freelancer’s needs (hours per week will be subject to review and may be increased if required together with pro rata increase in fee)

Fee: £100 - £150 per week depending on experience.

Watford Palace Theatre is committed to inclusivity and diversity. We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join our organisation. We are particularly keen to support people to apply who have previously been underrepresented within the Creative Industries.

MAIN RESPONSIBILITIES OF THE ROLE

- Assisting with strategising, planning, and delivering marketing campaigns and associated activities, utilising a range of marketing tactics, to ensure maximum audience attendance and Box Office income.
- Support with overseeing the delivery of engaging social media, and targeted email campaign activity.
- Assist with the delivery of A/B tested marketing campaigns, reporting on success.
- Writing engaging copy that attracts audiences and sells tickets!

- Creating desirable social media or show imagery to appeal to a range of audiences.
- Proofreading and testing event builds in Spektrix and WordPress.
- Supporting with the promotion of WPT's wider activities, including Take Part projects with Youth and Community groups.
- Joining and being an active participant in weekly Communications Team meetings, reporting back on activity carried out and results.

Additional duties and responsibilities

You may be required to carry out additional duties above those listed in this specification that may be reasonably required of you.

WHO WE'RE LOOKING FOR

Essential skills and experience:

- Proven experience of strategising, devising and delivering marketing campaign activity that develops audiences and achieves sales targets.
- Proven experience delivering marketing campaigns that utilise a variety of tactics from the full marketing mix, in particular: organic and paid social media, email, print, and PR.
 - A creative flair and an eye for design.
- Able to take instruction and work on your own initiative.
 - Exceptional writing skills with an ability to write informative, accurate and creative copy.
 - Excellent eye for detail and exemplary proofreading skills.
 - Up-to-date knowledge of the latest digital and social media marketing and communications techniques.
 - A strategic and creative thinker with a practical approach to delivering a multitude of projects.
 - Excellent organisation and planning skills with proven ability to work flexibly under pressure, to prioritise and to meet deadlines.
 - Proven ability to work within allocated budgets.
 - Ability to communicate effectively with people at all levels.
 - An understanding of equal opportunity and cultural diversity issues in the delivery of our services.
 - Proven IT skills, with specific usage of WordPress, and Spektrix.

Desirable skills and experience:

- A/B testing.
- Creating email campaigns using Dotdigital.
- Identifying and working with social media influencers.
- Canva, InDesign and/or Photoshop.
- Video editing.
- Marketing Automation.

To apply for this role, please complete the WPT application form and return to admin@watfordpalacetheatre.co.uk by midday Thursday May 20th 2021.