

MARKETING & COMMUNICATIONS MANAGER

Applying for this post

To apply for this post you must submit a CV with cover letter and an Equalities Monitoring Form to jobs@dundeerep.co.uk. Data from your Equalities Monitoring Form will not be shared with the recruitment panel.

If you would like to request any adjustments to enable you to apply for this post or to fully participate in an interview, please contact jobs@dundeerep.co.uk.

The deadline for receipt of applications is Monday 17 February at midday.

Interviews will be held at Dundee Rep Theatre week commencing 24 February 2025.

Guidance

Please refer to our websites, www.dundeereptheatre.co.uk and www.scottishdancetheatre.com, to find out more about us.

Please read the job description carefully before applying to ensure you meet all the essential criteria and can provide evidence in your application to support these areas. Only relevant information will be considered when shortlisting candidates.

Your application will be retained securely for three months before being destroyed if you are unsuccessful. Your application will be retained for up to 12 months if you are successful.

Role Summary

Marketing & Communications Manager

The Marketing and Communications Manager plays a pivotal role in the team, leading daily operations, engaging with diverse audiences, crafting compelling campaigns, boosting ticket sales and revenue, and broadening audience engagement and outreach. With a focus on practical strategies and hands-on implementation, the Marketing and Communications Manager supervises the Marketing team's daily functions and ensures timely and budget-conscious execution of campaigns, aligning with the directives set by the Head of Marketing and Communications.

The Marketing and Communications Manager is part of the Marketing and Communications Team, responsible for the management of the Digital Marketing and Communications Officer and Marketing and Communications Officer, reporting into the Head of Marketing and Communications.

Main Duties & Responsibilities

- **Collaboration with Head of Marketing and Communications:** Work closely with the Head of Marketing and Communications to align strategies and effectively deliver on key responsibilities, ensuring consistency and coherence in messaging and branding.
- **Implement Marketing Strategy:** Support the implementation of the Organisation's Marketing and Communications Strategy and support the team to effectively communicate with key audiences and achieve organisational goals.
- **Revenue Generation and Budgeting:** Maximise and drive ticket revenue and secondary income streams through strategic marketing initiatives with a focus on ROI. Overseeing all campaign activity within the team, ensuring these are on time and within budget.
- **Content Creation:** Develop and support the development of creative, dynamic, and informative content that engages and excites our target audiences, ensuring campaigns have broad appeal and reflect the diversity of the community we serve.
- **Digital Channel Management:** Oversee and grow digital channels' reach, increasing engagement and driving traffic to DRSDT platforms whilst driving revenue whilst being aware of developing trends to ensure best practise.
- **Management:** Run the day-to-day operations of the Marketing and Communications Team, ensuring efficient operations and collaboration. This includes line management to Marketing and Communications Officers supporting them on their individual roles and responsibilities and the long term professional development of the team.
- **Campaign Management:** Lead the management, development, and implementation of inspiring marketing strategies and campaigns to enhance audience engagement, reach, and revenue.
- **Focus on Audience Development and Diversity:** Have an explicit focus on increasing and developing audiences in terms of volume and diversity, as well as audience loyalty and retention.
- **Data Analysis:** Monitor and analyse the effectiveness of marketing campaigns and sales channels, ensuring a data-driven approach to marketing and audience development.
- **Brand Consistency:** Ensure all communications maintain brand consistency, coherent voice, style, and visual identity across various channels. Oversee the proofing and approval process for marketing materials, ensuring accuracy and consistency before publication ensuring all material is on brand and adheres to brand guidelines.

- **Relationship Management:** Build and nurture relationships with key stakeholders, artists, partners and other arts organisations and influencers.

Key Skills & Experience

- Proven experience in a similar marketing role, ideally within the arts, culture, or entertainment sector.
- Demonstrated success in leading high-impact marketing campaigns across diverse channels, consistently achieving measurable results and exceeding performance goals.
- Exceptional written and verbal communication skills with the ability to create compelling, engaging content.
- Proficient in data analysis and using insights to drive marketing decisions and maximise engagement.
- Strong leadership skills, with experience motivating and managing a team.
- Familiarity with CRM systems (Spektrix) and digital marketing tools.
- A creative, strategic thinker with the ability to innovate and adapt in a fast-paced environment.

Personal Attributes

- A passion for the arts and a deep understanding of the impact they have on individuals and communities.
- Highly collaborative with a proactive, can-do attitude.
- Strategic mindset with strong problem-solving and decision-making skills.
- A commitment to inclusion, diversity, and community engagement.
- A great communicator and creative thinker.

Any other duties

- Adhere to and implement the guidelines, procedures and policies of the Organisation as detailed in the staff policies.
- Play a role in the life of the Organisation and work across departments to develop a positive and engaged organisational culture.
- Attend internal organisational meetings as required.
- Be aware of, and comply with, rules and legislation about Health and Safety at work and abide by the procedures set in place.
- Represent the Organisation at key stakeholder meetings, and events as required.
- All staff are expected to demonstrate an understanding of, and adherence to, the Organisation's safeguarding policy, including a duty to report any issues of concern.

The duties and responsibilities set out should not be regarded as exhaustive. The post-holder may be required to undertake other duties and responsibilities which are appropriate to the level of the role.

The post-holder may also be required, from time to time, to carry out duties that would not normally be associated with the post temporarily where there is a strong organisational requirement. The post-holder would be given appropriate training and equipment to perform any duties of this kind.

Person Specification

Marketing & Communications Manager

Essential

If you do not demonstrate that you meet all the below criteria in your application, you may not be shortlisted.

- Portfolio of campaign management experience that has had significant impact/exposure in the cultural or entertainment industries.
- An interest in arts marketing, and digital media trends and updates.
- A strong creative copywriter and proofreader.
- Experience of managing people.
- Experience of using data and insight to inform decision-making, and measure impact.
- The ability to meet demanding targets within tight deadlines.
- The ability to draft and manage large budgets effectively.
- The ability to meet financial targets with proven success.
- Understanding of GDPR requirements and processes.
- Proven experience in the implementation of audience development strategies.
- Proven experience in project management and delivery.
- A high level of self-motivation and the ability to think creatively.
- Knowledge of CRM databases and website management, including segmentation & targeting for personalisation in an arts marketing environment.
- Solid understanding of email KPIs and deriving insights for wider business reporting and actions.
- Understanding of digital marketing, SEO best practice, social media, and web analytics.
- Excellent communication skills and the ability to collaborate effectively with other teams and internal and external stakeholders.
- Experience establishing and maintaining effective relationships with partner organisations and affiliates.
- Experience working both independently and in team-orientated collaborative environments.

Desirable

If we need to choose between candidates who meet the essential criteria, we may take the below factors into account.

- Multimedia production skills: ability to use Adobe Photoshop, InDesign and Adobe software is advantageous.
- Photography/Videography experience.
- Experience of working internationally or with international partners.

Terms and Conditions

Marketing & Communications Manager

Period of work

This is a permanent contract, subject to successful completion of a probationary period of three months.

Pay

The salary for this post is £30,000 - £33,500 per annum.

Hours

37.5 hours per week, Monday to Friday 09:00 – 17:30 (although times can be flexible to suit the candidate's needs if fitting with business requirements).

Some evening and weekend work will be required. You will not be paid for any overtime but will receive TOIL if agreed with the Head of Marketing and Communications in advance.

Holidays

24 days per year plus five public holidays, rising with service. The holiday year runs from 1 April to 31 March each year.

Notice Period

The notice period will be three months.

Location of work

Your main place of work will be Dundee Rep and Scottish Dance Theatre Limited. You may be asked to work temporarily in other locations in the UK. Hybrid working is available.

Other benefits

- Contributory staff pension
- Hybrid/Flexible Working

Non-contractual benefits

- Staff tickets to ensemble shows.
- Staff discount in Rep Restaurant.
- Cycle to work scheme

Dundee Rep and Scottish Dance Theatre Ltd is a Real Living Wage Accredited Employer who strives to be an equal opportunities employer and is supported by Creative Scotland and Dundee City Council.



Equal Opportunities

Dundee Rep and Scottish Dance Theatre Limited is committed to promoting equality and opportunity in its employment practices. In particular, the Organisation aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, colour, ethnic or national origins, marital or civil partner status, sex, sexual orientation, gender reassignment, age, disability or religious beliefs.

Guaranteed Interview Scheme

Dundee Rep and Scottish Dance Theatre Limited are committed to employing a diverse workforce. And positively welcome applications from candidates who have a disability.

A person with a disability or long-term health condition who indicates on their application email that they wish to participate in the Guaranteed Interview Scheme will be guaranteed an interview if they meet the essential criteria outlined within the person specification during the shortlisting process.

Safeguarding

Dundee Rep and Scottish Dance Theatre Limited is committed to safeguarding and operates an environment where all staff are expected to report any concerns about vulnerable people or about the behaviour or practice of colleagues and other people they encounter.

Offers

Any job offer we make is subject to:

- Receipt of two satisfactory references.
- Proof of eligibility to work in the UK.