



51 High Street
Christchurch
Dorset
BH23 2QU

Job description: Marketing Coordinator

Reporting to: General Manager

Overview: Delivery of the marketing, press, and publicity proposition for the Regent Christchurch, enacting marketing strategy, social media presence, publicity engagements and press releases.

Main Duties

- ❖ Manage Regent Centre Marketing Budget.
- ❖ To deliver the Regent Centres media strategy including website content management, e-marketing campaigns and social media – to include press releases, interviews, publicity events, reviews, editorial coverage, adverts & advertising copy, social media posts and updates.
- ❖ Using data analysis to show customer trends. Using Admit 1, Mail Chimp and other software as appropriate.
- ❖ To be the main contact for shows and touring organisations. Creating individual marketing plans per show. Implementing and then reviewing each plan.
- ❖ To lead preparation of our "What's on" guide in conjunction with the General Manager. Working with companies to produce the guide at least three times a year. Coordinating deadlines, chasing images and press.
- ❖ Focus on the email promotions. Tailoring content and updating information as appropriate.
- ❖ To carry out other publicity functions including but not exclusively: billboards (Front of House and round town sites), leaflets, posters, mailing lists, programmes (including sale of advertising space), telesales, analysis of ticket sales.
- ❖ To carry out research and development of existing audiences through analysis of show/film performances to ensure customer retention and re-engagement with lapsed customers.
- ❖ To carry out research and development of new potential audiences within the region. Contribute ideas about new content or return of previous content. To work with the Manager and other staff in supplying help and advice on programming.
- ❖ Assisting to acquire marketing materials for films, shows or hires. Ensuring content is displayed promptly.
- ❖ To represent the Regent Centre at industry events and meetings when required.
- ❖ To help with all company and artist publicity.
- ❖ Update and engage with Yes Plan for show requirements and show specific information.
- ❖ To manage the preparation of artwork and transfer to for the electronic display system, always ensuring that the material is up to date.



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Additional Organizational Expectations

- ❖ To be a key holder for the building, holding relevant knowledge of evacuation procedure. If necessary, leading an evacuation.
- ❖ To work closely with the Volunteers Co-ordinator and House Manager to improve and oversee the customer front of house experience.
- ❖ To add event details to the Box Office as appropriate.
- ❖ To generally be available to help with operational tasks as may be necessary from time to time to ensure the smooth running of the venue.
- ❖ Attending regular fire drills at least once every 3 months.

This list is not exhaustive and other tasks maybe undertaken by the employee, as necessary by for the benefit of the Regent Christchurch Ltd.

Person Specification

Essential

- ❖ Experience of delivering successful marketing campaigns
- ❖ Excellent organisational and planning skills
- ❖ Able to work under pressure and meet deadlines
- ❖ Attention to detail, comfortable creating reports and analysing data.
- ❖ Exceptional written English skills, writing engaging accurate copy
- ❖ Ability to communicate with people at all levels both internally and externally
- ❖ Experience of dealing with the media and press.

Desirable

- ❖ Good knowledge of theatre and cinema in the surrounding area.
- ❖ Experience of working and or leading volunteers
- ❖ Use of Adobe InDesign, Photoshop or similar.
- ❖ A relevant further education qualification

Offer

Working Pattern

- ❖ Working 40 hours a week, 5 days out of 7 due to nature of the business.
- ❖ Occasional evening and weekend work.
- ❖ Potential to work Bank Holidays with an extra day of leave being added in exchange.

Salary: £25,000 Per Annum

Holiday: 20 days per annum plus Bank Holidays (Offered in Lieu if worked)