

# Citizens Theatre

## Job Description

<b>Role:</b>	<b>Marketing &amp; Communications Officer (Maternity Cover)</b>
<b>Responsible to:</b>	<b>Marketing &amp; Communications Manager</b>
<b>Responsible for:</b>	<b>N/A</b>
<b>Key Relationships:</b>	<b>Digital Officer, Press &amp; Marketing Officer, Marketing Director</b>
<b>Contract:</b>	<b>Fixed term for 12 months, with possibility of extension</b>

### Purpose of the Role:

We are looking to appoint an industrious and passionate Marketing & Communications Officer to deliver effective marketing campaigns for the reopening of our building and first programme of work. This is a maternity cover contract for a minimum of twelve months – with a possible extension. You will deliver marketing campaigns across a range of productions, participatory projects and fundraising initiatives, and raise the profile of the theatre using all forms of communication. This is a once in a generation opportunity to help reopen one of Scotland's most important cultural venues after a transformational redevelopment.

The ideal candidate will have a strong track record in developing and delivering marketing campaigns in an arts or cultural context. As this is a Maternity Cover contract at a busy time for our organisation, we are looking for an individual who can hit the ground running and have experience of delivering high profile campaigns.

### Responsibilities:

#### Marketing & Communications

- Create marketing campaign plans for a range of activities including productions, projects, and fundraising initiatives
- Co-ordinate the tactical delivery of marketing campaigns using a range of communication tools (including print, advertising, direct mail campaigns, email campaigns, website and social media)
- Work with designers and creatives to develop promotional imagery
- Write copy that creates a compelling narrative for a range of audiences and participants
- Contribute to the online presence of the Citizens Theatre - including the website and all social media platforms
- Develop multi-media digital content, arranging photography, filming and interviews as required
- Co-ordinate all forms of print advertising including outdoor poster sites
- Create targeted email campaigns for multiple audience and participant groups
- Write and issue press releases and arrange media calls
- Monitor and report on sales and customer data, ensuring income targets are met
- Ensure audience feedback is captured and informs future planning
- Carry out data analysis and evaluations, using the results to inform further campaign planning
- Support the delivery of fundraising campaigns in collaboration with the Development team
- Contribute to internal communications and briefing of staff to promote the work of the theatre
- Work collaboratively with the marketing departments of co-producing partners and visiting companies

- Deputise for the Marketing & Communications Manager as required
- Be accountable for campaign budgets as set by the Marketing & Communications Manager
- Negotiate contracts with suppliers as appropriate
- Ensure all data collection, data extraction and mailings comply with relevant legal and regulatory frameworks
- Contribute to the delivery of marketing objectives and audience development goals of the theatre

### **Organisational Commitments:**

- Carry out any other tasks required on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post
- Drive change, through action and words, that advocate inclusion and equality, creating a culture that recognises and celebrates diversity
- Be accountable for yourself and others, in line with our Health & Safety and Safeguarding Policies
- Create a positive working environment, underpinned by the organisation's values
- Deliver a warm welcome and excellent customer service to all audience and visitors to the Citz
- Contribute to activities that support income generation and fundraising
- Contribute to our environmental sustainability goals
- Undertake relevant training and development as required

This job description is intended as a guide to the general duties and responsibilities of the role and does not form part of your contract of employment. These duties may be reviewed from time to time to meet the needs of the business. The Citizens Theatre is undergoing a significant period of change as we return to our building following six years of displacement, and so we will inevitably change as we grow and develop over the coming years. All staff will be required to show a flexible approach to this process, which may involve revisions around job descriptions, titles, roles and departmental structures. Any significant changes will be discussed with you in advance.

### **Person Specification:**

#### **Essential**

- A strong track record of developing and delivering marketing campaigns across multiple channels, including planning, creating content and analysing results
- Demonstrated ability to manage multiple projects, meet deadlines and adapt to changing priorities
- Experience managing social media channels and digital content creation
- Experience working with digital marketing tools, including email marketing software and web content management systems
- Strong writing skills, with proven ability to craft engaging copy for different audiences and platforms
- Strong analytical skills, with experience using data insights to inform marketing strategies
- Experience of working within a team to deliver results
- Knowledge of graphic design tools such as Adobe Creative Suite or Canva
- Confident and articulate in written and verbal communications, with the ability to collaborate with diverse teams
- Good computer skills with proven working knowledge of relevant IT and administrative support systems including Word, Excel and customer databases
- The ability and willingness to work flexible hours, including some evenings and weekends
- A keen interest in the performing arts, particularly theatre

**Desirable**

- Experience of working in an arts and cultural context
- Experience of working with ticketing systems, especially Spektrix

**Terms & Conditions:**

Salary:	£27,000 - £29,000
Hours:	35 hours per week Monday-Friday, typically 9.30am-5.30pm. Additional weekend and evening work may be necessary.
Overtime:	No overtime payments are available. The Citizens Theatre operates a time off in lieu (TOIL) system.
Holiday:	20 days per year, plus 9 public holidays, rising to 22 days after 3 years, and 25 days after 5 years
Pension:	The Citizens Theatre operates a contributory pension scheme (employer 3% / employee 5%)
Probation:	This post is subject to a one-month probationary period
Notice period:	2 weeks during probation; 4 weeks thereafter
Location:	Citizens Theatre, 119 Gorbals Street, Glasgow, G5 9DS Colleagues are currently working from home while we complete a major redevelopment of our building, with an expected return to the theatre in summer 2025. On return to the building we anticipate introducing a hybrid working policy, with a weighting towards office working.

**Benefits:**

- Complimentary or discounted tickets to selected shows (non-transferable and subject to availability)
- Cycle to Work Scheme
- Training and development opportunities

## How to apply

If you are interested in an informal conversation about the role prior to application, or have any questions, please contact [recruitment@citiz.co.uk](mailto:recruitment@citiz.co.uk) and your query will be directed to the appropriate person.

To apply, please send us a copy of your **CV and a cover letter** of no more than **two pages A4** and complete the online [Equal Opportunities Monitoring Form](#).

It is important in your cover letter to give us examples of what you have previously done that shows us how you could be right for the job and why you're enthusiastic about joining the Citizens Theatre. You do not have to have previously undertaken all the duties in the job description but you should tell us about your potential ability to do them.

As part of the recruitment process, the Citizens Theatre collects and processes data relating to job applicants. We are committed to being transparent about how and why we collect, use and keep personal data secure. Please see the [Job Application Privacy Notice](#) on our website for full details.

Alongside the application you will be asked to complete an Equal Opportunities Monitoring Form online. This form will only be seen by our administrative processing team, and will not be passed on to the person(s) preparing the shortlist. Your data will be kept secure, and will only be used in anonymous form and in aggregate for analysis and reporting.

**Please send your CV and cover letter (two pages max) by email to: [recruitment@citiz.co.uk](mailto:recruitment@citiz.co.uk).**

(Please send as a Word document. Do not send as a Pages file, Zip file or Google doc, or use file sharing services such as One Drive or Dropbox.)

**Please complete the Equal Opportunities Monitoring Form online: [Equal Opportunities Form](#).**

If you require an alternative way to make your application, please contact [recruitment@citiz.co.uk](mailto:recruitment@citiz.co.uk) to discuss a suitable format.

Deadline for applications: **Wednesday 19 March 2025, 12pm**

Interview: **Thursday 27 March 2025**

(may be subject to change, in person if possible, otherwise Zoom)

All applicants will be contacted with the outcome of their application. We will contact you by telephone or email if you are shortlisted for interview.

Thank you for your interest in the Citizens Theatre and we look forward to receiving your application.