



## Role Description

**Role Title:** Case Officer – Marketing Officer

**Location:** The Octagon Theatre / Westlands

**Job Family:** Arts and Entertainment

**Grade:** 3

### Main purpose

To market The Octagon Theatre, Westlands Leisure Complex and all events and activities taking place administered by the service. To promote ticket sales and develop audiences at the venues, to promote sales in all departments of the venues. Delivering Case Services to visiting companies, customers and supplier of our venues, providing a fast, high quality, consistent and continuously improving service for customers

### Key tasks

- Assist the efficient, effective and consistent processing and resolution of customer case work, identifying and meeting customer needs and ensuring the sharing and dissemination of best practice.
- To work with the Marketing Manager to develop, implement, monitor and revise as necessary the marketing strategy for the service that promotes the venues in a positive way increasing seat occupancy and attracting new audiences, enhances ancillary sales (bar, café bar, confectionery, ice creams and merchandise) and is efficient and cost effective.
- To contribute to the overall branding of the venues, ensuring a consistent approach and style for all communications including brochures, letters, email, website, press releases etc.
- To be conversant with the computerised booking system (Spektrix) for processing bookings and transactions, updating customer records and extracting data for marketing purposes.
- To liaise with visiting companies, agents, management and artistes for the supply of promotional material and using such material to be effectively employed in the promotion of the event.
- To assist with marketing activities in conjunction with visiting companies e.g. mailshots, media interviews and emails.



- To assist with the management of media relations and to ensure as far as possible that the theatre receives good media coverage, providing them with brochures, leaflets, press releases, photographs at such times and in such quantities as determined by the marketing strategy and to arrange such interviews as necessary.
- To manage and develop the use of the social media to increase income and engagement with customers.
- To assist with the development and processing of regular customer surveys to establish satisfaction, recording results and reporting as required.
- To assist with the production of the theatre's brochure of forthcoming events, including content, style, design, number and frequency of publication and to assist with its regular distribution to patrons and other outlets.
- To process invoices for marketing activity on the computerised finance system (currently CEDAR).
- To maintain and update the service websites to maximise online ticket sales, a growing area of the business.
- To actively research and recruit new organisations and businesses to receive the bulk distribution and publicity material.
- Assisting the in the delivery of our quarterly mailouts to 20,000 households and 400 bulk recipients ensuring that publicity material is adequately distributed and displayed to maximise ticket sales.
- To undertake e-marketing campaigns to patrons.
- To supervise the Marketing Assistant and Marketing and Sales Team as required and in the absence of the Marketing Manager and Box Office Supervisor.
- Indexing of documentation.
- Maintain confidentiality in line with agreed policy and relevant data protection legislation.
- To support the continuous improvement of processes and procedures within the service using best practice from others where appropriate.
- To provide support for the escalation of service issues
- Assist with knowledge sharing across the arts and entertainment team
- Assist with the design and development of tools and guidance notes for the areas of specialism to enable the team to self-serve and widen their knowledge.



## Supervisory and Management

- To supervise the Marketing Assistant
- Promoting new ways of working, responsible for multi-skilling people within teams and encouraging knowledge sharing across case work teams.
- Promote equality of opportunity in all aspects of the role in line with corporate policies, training and procedures
- Promote a culture that is supportive of the Council's purpose, aims and values, and to take all reasonable steps to maintain good employee relations.



## Personal Specification

Qualifications	Essential or Desirable
Good standard of general education including GCSE at grade C or above or equivalent in English	Essential
Educated to A Level standard or equivalent or qualified by strong relevant experience · Marketing related qualification	Essential

Knowledge	Essential or Desirable
Marketing procedures in a theatre/arts or local government setting to including digital marketing, website development, social media and print design	Essential
Knowledge of Dotmailer, Spektrix and Artifax	Desirable

Skills	Essential or Desirable
Use of Microsoft Office	Essential
Good communication skills, both written and verbal	Essential
Good prioritisation and time management skills	Essential

Experience	Essential or Desirable
Appropriate and relevant post qualification experience, including: <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Sales</li> </ul>	Essential

Personal qualities	Essential or Desirable
Positive, enthusiastic, approachable and confident	Essential
Organised and flexible	Essential
Focussed on delivery and problem solving	Essential