



**Reading Rep Theatre**  
Kings Road  
Reading, RG1 4LY  
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Reading Repertory Theatre  
Registered company no.: 7907370  
Registered Charity no.: 1147048

## **JOB DESCRIPTION: Digital Marketing Officer (Fixed Term/Freelance)**

### **Departmental Objective:**

To assist the smooth running of the marketing department by supporting the Head of Marketing in the implementation of campaigns across the Reading Rep season.

This role will have a particular focus on digital, social media and content creation but will support across all areas of campaign management and will be adding departmental capacity during a very busy period.

### **Responsibilities:**

#### **Digital Marketing / Social Media**

- Assist the Head of Marketing in planning and developing comprehensive digital marketing campaigns
- Take the lead in content creation and scheduling across our social media channels
- Use Hootsuite to schedule content and social media posts
- Monitor and update all company analytics and data documents tracking growth across channels in engagements and reach

#### **Website**

- Monitor and update the website with all relevant changes as and when necessary
- Create interesting news stories and content reflecting the growth of our company and making sure the site stays relevant

#### **Show Campaigns**

- Assist the Head of Marketing in planning all major show marketing campaigns.

- Lead on small/medium marketing campaigns under supervision of the Head of Marketing.
- Lead on the creation of newsletters
- Lead on distribution of posters, flyers and brochures both in the venue and externally

### **Box Office**

- Work with the Box Office and Front of House team to ensure the right materials are available for productions on performance nights, including free sheets/posters
- Ensure all our tagging and segmentation on Spektrix is up-to-date

## **PERSON SPECIFICATION**

### **Essential**

- Have an up-to-date knowledge, proven experience and understanding of digital marketing and social media
- Proficient communicator with excellent written and verbal communication skills
- Excellent organisational skills
- Excellent attention to detail and proof-reading experience
- Ability to use and act on own initiative, to maintain and manage a portfolio of work
- Ability to work as a member of a team

### **Desirable**

- Proven experience using social media sites in a business context
- Proven experience working on SEO
- Experience in marketing and/or theatre marketing
- Knowledge of Adobe Suite software
- Knowledge of marketing software such as Hootsuite, Google Analytics, Facebook Advertising, Facebook Business Suite
- Experience in using Spektrix (box office software) and Dot Digital.
- Video editing and filming experience

## **Job Summary**

**Responsible to:** Head of Marketing

**Line Manager:** Head of Marketing

**Salary:** 0.6 at £22,000- 24,000 per annum, pro rata. This is a fixed term contract for a period 1st September - 1st January. We would also consider the equivalent salary in a freelance capacity.

**Hours:** This role is three days a week. Office hours are 10am to 6pm Monday to Friday. Occasional evening and weekend work will be required. There are no overtime payments.

**Holiday:** 20 days plus bank holidays per annum adjusted pro rata. Raising 1 day per annum for each year of service to a maximum of 25. Reading Rep's holiday period runs from 31 July - 1 August.

**Probation period:** 3 months

**Start Date:** TBC

**Notice Period:** 2 weeks during probation and 1 month thereafter

**Pension:** Reading Rep operates a NEST pension scheme and will make a 3% employer contribution

**Location:** Reading Rep Theatre, Kings Road, Reading, RG1 4LY. We have an admin office in the adjoining Reading College Campus.

All staff are expected to take an active part in the artistic life of the organisation.

We actively encourage people from a variety of backgrounds with different skills and stories to join us and influence and develop our working practice. We are particularly keen to hear from people of colour and candidates who self-identify as disabled. Reading Rep Theatre is committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, caring responsibilities, disability, gender, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief and sexual orientation.

## **How To Apply**

To apply, please send your CV and a covering letter (of no more than two sides each) demonstrating how your experience, skills and qualities make you the ideal candidate for this role to [\*\*jobs@readingrep.com\*\*](mailto:jobs@readingrep.com)

Please put **Digital Marketing Officer** in the subject line of your email. Please ensure you send back a completed equal opportunities monitoring form as part of the application.