

READING
REP
THEATRE

Job Application Pack



About Reading Rep Theatre

'At last Reading has it's own producing theatre' The Stage

In 2012, Paul Stacey founded Reading Rep with a vision to help revitalise Reading's cultural landscape by making and creating the highest quality theatre – with, by and for the town.

Reading Rep's work sits at the heart of the community, and continues offstage with our award-winning flagship community outreach programme ENGAGE, which exists to provide access to the arts no matter your circumstances.

Starting from a small studio venue, Reading Rep Theatre has grown into a 160 seat, state of the art venue, creating world class work. Reading Rep's award-winning productions reach far beyond the venue itself, with productions touring both regionally and nationally, as well as our ENGAGE department delivering workshops and performances in the community.

From these humble beginnings the company have gone on to produce productions with many of the UK's leading emerging theatre makers, including Barney Norris, Roy Alexander Weise, Cathal Cleary, Mike Fentimen, Audrey Brisson, Anna Poppelwell and Phoebe Eclair- Powell.





Reading Rep Theatre
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Reading, RG1 4LY
Admin: 01189 554 757
readingrep.com
info@readingrep.com

Reading Repertory Theatre
Registered company no.: 7907370
Registered Charity no.: 1147048

JOB DESCRIPTION: Head of Marketing (Maternity Cover)

Devise and implement innovative marketing campaigns to meet ticket income and engagement targets mutually agreed with the Artistic Director and Executive Director, and ensure the long-term success of Reading Rep Theatre.

You'll be responsible for:

Continuing to grow a loyal audience by applying your experience and creative marketing acumen to engage with the community and patrons.

leading on our brand

- Maintain a strong and consistent visual identity for Reading Rep's venue and productions
- Maximise digital opportunities to extend public awareness of Reading Rep, via social and other developing digital media
- Manage the RR website and social channels, creating content to maximise audience engagement and commercial sales with our web designers
- Oversee communications and work with external press representation to tell our stories and celebrate our successes
- Continually seek new marketing and partnership opportunities to promote the Reading Rep brand via third party stakeholders

managing risk

- Manage all marketing, digital and press expenditure budgets

- Ensure campaigns are fully integrated across all platforms, including website, print, direct mail, distribution, press, advertising, digital and social media
- Ensure all campaigns are executed in a timely manner and to budget
- Comply with GDPR regulations in relation to all personal customer data and its usage and understand the importance of its guardianship

collaborating with people

- Work with and manage a range of third-party suppliers including press agents, designers, producers, creative team etc
- Work closely with ENGAGE, our community outreach programme to inspire creativity and self-expression to those who have least access to the arts

achieving our shared goals

- Help put Reading on the national cultural map by becoming one of the leading producing theatres regionally (South/East), and one of the leading producing theatres nationally
- Become a regional model for inclusivity to ensure that everyone in Reading, especially those with least opportunity, can access the arts
- Support the marketing of the wider Reading Rep remit, including fundraising campaigns and deepening understanding of our charitable aims

Person Specification

Essential

Knowledge, Skills and Experience

- Experience of marketing in a theatre or arts organisation
- Able to devise and implement innovative marketing strategies using the full marketing mix
- Excellent communication, presentation and negotiation skills, written and verbal
- Excellent writing skills – able to write accurate, creative copy for all Reading Rep comms
- Proactive, considered approach to problem solving, in a busy environment
- Impeccable proofing skills with an eye for strong imagery and design aesthetic
- Experience of design, artwork and print production
- Ability and willingness to work outside of normal office hours when required

Desirable

Knowledge, Skills and Experience

- Experience of ticketing, sales and box office related activities including Spektrix
- Ability to provide regular reports and analysis to share with the senior management team, Board of Directors and funding bodies
- Willingness to research the latest industry thinking on digital and social media marketing, advertising and comms techniques and apply where appropriate
- A hands-on approach to simple design requirements using Photoshop skills
- Willingness to create varied visual social content from capturing images, creating gifs to simple video (ie vox pops) and audio-visual assets
- Experience of using Google Marketing products - Youtube, Google Display Network, Google Ads

Job Summary

Responsible to: Founding Artistic Director and Executive Director

Line Manager: Executive Director and Joint CEO

Salary: £26-30k pro rata and dependent on experience. Flexible and remote working considered.

Term: 2 - 2.5 days per week

Holiday: 20 days plus bank holidays per annum (pro rata)

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

Start Date: May 2024

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

All staff are encouraged to take an active role 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.

Please contact us at your earliest convenience if you have any additional requirements that we can support you with during the application process or at interview.

How To Apply

To apply, please send your CV and a short covering letter (of no more than one side) demonstrating how your experience, skills and qualities make you the ideal candidate for this role to jobs@readingrep.com

Please put **HEAD OF MARKETING (Maternity)** in the subject line of your email. Please ensure you send back a completed equal opportunities monitoring form as part of the application.

We will conduct a rolling recruitment process so please submit your application as soon as possible. Applications are expected to close by the 15th March 2024.

Prospective candidates would be welcome to an informal discussion with Nick Thompson (Executive Director) in advance of submitting an application. Please email Reading Rep's General Manager at ellie@readingrep.com to arrange a suitable time.