

**JERSEY OPERA HOUSE  
JOB DESCRIPTION**

**POST:** **MARKETING & SALES MANAGER**

**RESPONSIBLE TO:** **The Theatre Director**

**RESPONSIBLE FOR:** **Box Office and Distribution Personnel**

**HOURS OF WORK:** **37.50 hours per week**

**LOCATION:** **Jersey Opera House administration offices  
and any other site necessary**

Purpose of job: To oversee all marketing functions of the organisation, inclusive of the production of the seasonal brochure, maintenance of website, planning and implementation of distribution strategy and the bars & catering department. To produce reports and statistical analysis, identify new target markets and budget management. To develop strong working relationships with all key suppliers.

Key tasks:

- 1 To oversee and manage the Opera House Marketing Department inclusive of the box office operation inclusive of set-up, management of shows, seating plans and price structures.
- 2 To liaise and co-operate with all companies, organisations and individuals associated with and visiting the Opera House to present productions, activities and events.
- 3 To maximise the effectiveness and efficiency of all areas of sales, publicity and marketing, for all Opera House productions, visiting productions, events and activities, with the object of increasing overall attendance, box office income and customer footfall.
- 4 To be responsible for the overall management of the ticketing system both via the box office and online. To analyse box office advance sales and other statistical records and assess all marketing information obtainable through the database and computerised box office system and to use this data to further audience development strategies and plans.

- 5 To manage and co-ordinate all print production and distribution and liaise with graphic designers on the visual representation of all Opera House material, including the compilation and production of brochures, programmes, posters, leaflets and associated print.
- 6 To oversee all the organisation's PR and Communications requirements.
- 7 To schedule, manage all media advertisements and liaise with the appropriate agencies to ensure that advertising is placed in the most effective, efficient and economic manner within agreed budgets.
- 8 To work with the Bars & Catering Manager to develop a strategy for the bars and catering facilities and penetrate appropriate markets for the Corporate Hospitality facilities to ensure maximisation of departmental income.
- 9 To manage, control and report on all marketing budgets of the Jersey Opera House, which is a non-profit making organisation, to the Theatre Director.
- 10 To consult and liaise with the Theatre Director and Finance Administrator on all financial areas relating to the marketing, publicity and sales operation of the Opera House.
- 11 To liaise with the Theatre Director, other members of the Senior Management team and staff to develop high standards of customer care throughout the organisation.
- 12 To manage all aspects of the digital marketing i.e. management and development of the organisation's social media platforms, email marketing and online advertising .To be responsible for the development and maintenance of the theatres web site and to keep abreast of developments in marketing technology.
- 13 To prepare, plan, implement and monitor marketing campaigns and distribution strategy for all Opera House events and activities.
- 14 To oversee all audience development initiatives inclusive of the Friends Membership.
- 15 To adhere to the organisations policies, including Health & Safety and Equal Opportunities, undertaking such duties as may be required to implement them.
- 16 To ensure that the usage of the customer database conforms to the requirements of the Data Protection Act and other relevant legislation
- 17 To undertake ad hoc projects and tasks required in line with the overall development of the Company as advised by the Theatre Director.

### **Person specification**

- To hold a Marketing qualification
- Minimum of 5 years marketing and management experience
- To have an excellent working knowledge of InDesign, Illustrator and Photoshop/Adobe Creative Suite
- To be proficient in WordPress and Mailchimp
- To be an excellent communicator both orally and in writing
- To respond to pressure positively
- Ability to think creatively
- Ability to work well within a team and with a wide range of people
- To be organised and methodical
- Be pro-active and able to take the initiative