



## INFORMATION FOR APPLICANTS: MARKETING MANAGER

April 2025

Please find attached an application pack for the position of Marketing Manager at Sherman Theatre. Many thanks for your interest in this role.

This is an exciting time to join Sherman Theatre, attendances are thriving and our Made at Sherman productions are resonating across a wide range of audiences. The Marketing Manager is a pivotal role at Sherman Theatre and right at the heart of our efforts to connect with existing and new audiences and to generate increased income.

This is an exciting and challenging role within the organisation, central to helping us to deliver on our ambition to create excellent theatre and deliver a great visitor experience that excites audiences in Cardiff and beyond. The successful applicant will be joining a small but uniquely dynamic and high achieving team.

The Marketing Manager at Sherman Theatre will work close to the creative process which is a hugely rewarding and enjoyable experience. This role will be suited to those who are excited by these prospects.

At Sherman Theatre, we imagine a world made more equitable, more compassionate, more unified by the power of theatre. We are driven to achieve this vision every day. We do this by creating and curating shared live theatre experiences that inspire people from all backgrounds across South Wales to make a better world, in their own way. We believe that access to creativity and self-expression is a right and we constantly strive to ensure everyone has the opportunity to be enriched by the art of theatre.

Our focus on the development and production of new writing and on nurturing Welsh and Wales-based artists makes us the engine room of Welsh theatre. We tell Welsh stories with global resonance through our Made at Sherman productions, created under our roof right here in the heart of Cardiff. We're a place for everyone, generating opportunities for the citizens of South Wales to connect with theatre through inspiring and visionary engagement.

Over recent years we have gone from strength to strength with national awards recognition, critical acclaim for our work and increasing audiences.

In the past year our productions which have been met by audience and critical acclaim have seen attendances at Sherman Theatre exceed pre-pandemic levels. Engaging with our audiences and our communities remains at the heart of everything we do and this role is crucial to ensuring that the organisation runs as smoothly as possible to enable that.



We want Sherman Theatre to be accessible to all and so it's hugely important to us that our team at the theatre reflects the communities we serve across the city and beyond. We therefore particularly welcome applicants from diverse ethnic communities and D/deaf and disabled communities who are currently underrepresented within our team.

To apply for the post, please download the application form, cover sheet and equality diversity & inclusion form from our website: [www.shermantheatre.co.uk/jobs](http://www.shermantheatre.co.uk/jobs) and send them to us at [recruitment@shermantheatre.co.uk](mailto:recruitment@shermantheatre.co.uk). Please note that, in line with our environmental policy, we are only handling applications electronically. The closing date is **noon on Tuesday 13 May 2025**

We hope to hold interviews on **Wednesday 21 May 2025**. Please let us know, on the application cover sheet, whether you would be available for interview on that date so that we can be aware, in plenty of time, if we may need to make alternative arrangements for any short-listed candidates.

If you need more information or support before you apply, please contact us at [recruitment@shermantheatre.co.uk](mailto:recruitment@shermantheatre.co.uk)

Thank you for your time in respect of this application – and we really do look forward to hearing from you, and exploring how your skills, experiences and passion will make a real difference to our work.

Good luck with your application

Yours faithfully

Julia Barry  
Chief Executive  
Sherman Theatre

## **JOB DESCRIPTION: MARKETING MANAGER**

Sherman Theatre wishes to appoint a Marketing Manager to join its dynamic and high performing Audiences and Communications team. The Marketing Manager will play a pivotal role in connecting with audiences in south Wales and beyond, increasing income and telling the story of this leading producing theatre.

<b>Rate of Pay:</b>	£28,719 per annum
<b>Term:</b>	The post is offered as a full time, permanent position, subject to successful completion of a 6 month probationary period
<b>Hours:</b>	39 hours per week to include some evening and weekend work. TOIL will be applicable for any hours worked over 39 per week
<b>Holidays:</b>	22 days per year, plus the 8 recognised bank/public holidays, with days accruing for length of service up to a maximum of 27 days plus bank/public holidays.
<b>Period of Notice:</b>	1 month with additional weeks accruing for length of service (The notice period during the probationary period is 1 week.)
<b>Pension:</b>	Sherman Theatre operates a qualifying workplace pension scheme.
<b>Right to work:</b>	The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.
<b>References:</b>	Offers of employment are subject to the receipt of references that are satisfactory to Sherman Theatre.
<b>Start date:</b>	The post is available immediately.

### **Non-Contractual Benefits**

We encourage all staff to see as many shows as possible and to be involved at all stages of the production process for Sherman Theatre productions. Every staff member is invited to attend Press Night for Sherman Theatre productions, along with complimentary tickets to most shows.

We also offer a staff discount in the Café Bar to all staff members.

## **JOB DESCRIPTION: MARKETING MANAGER**

### **Main purpose of role:**

To generate audiences and income for Sherman Theatre. To plan, lead, manage and implement marketing and press campaigns for Sherman Theatre and selected visiting company productions to achieve income targets, reach more people, more diverse audiences and raise the profile of the organisation. To lead Sherman Theatre's marketing and press relationships with co-producing partners. To oversee the day-to-day operation of Sherman Theatre's marketing team including line management of the Marketing Officer. To deputise for the Head of Marketing and Communications.

### **Reports to:**

Head of Marketing & Communications

### **Key relationships**

Artistic Director, Chief Executive, Box Office and Audience Insight Manager, Head of Finance and Administration, Head of Fundraising and Development, and Front of House, Box Office, Creative Engagement teams.

### **Responsible for**

Marketing Officer

Relationships with external suppliers

Relationships with co-producing partners

## **RESPONSIBILITIES AND DUTIES:**

### **1. Bilingual role**

- To uphold the bilingual policy of the organisation
- To plan and manage campaigns for visiting company Welsh language and bilingual productions and to support the planning and management of Welsh language and bilingual Sherman Theatre productions
- To write compelling marketing copy confidently in both Welsh and English
- To source translation from translation agencies, freelancers and other colleagues, deciding which translator is most appropriate for that job
- To proof read Welsh language copy returned from translation agencies, freelancers and other colleagues
- To liaise with the Welsh language press

### **2. Campaign Management**

- To plan and implement seasonal and individual campaigns for Sherman Theatre activities, and Welsh language and other selected visiting company productions. To ensure campaign planning is rooted in an understanding of existing and potential audiences and is evidence based

- To co-ordinate campaign activity, ensuring activity is actioned on time and to budget. Responsible for ensuring all activity is planned in good time and that campaign management systems are kept up to date
- To oversee the implementation of the digital marketing strategy
- To keep up to date with the latest developments in digital marketing
- To optimise and further develop the use of digital media and platforms to connect and engage with audiences online interactivity
- To be involved in the weekly and weekend social media cover rota
- To have overall responsibility for the relationship for the marketing of touring productions, including producing marketing packs, monitoring sales reports and liaise with venues
- To attend production meetings on behalf of the Marketing team
- To creatively write compelling, appealing and audience focussed copy for digital, print, direct mail and press communications in both Welsh and English
- Working with the Marketing Officer, liaise with visiting companies over campaigns and provide support as necessary
- To monitor the progress of campaigns (against targets and campaign objectives) using reports produced by the Box Office and Audience Insight Manager
- To manage the campaign marketing budgets, inputting invoices, reconciling management accounts and agreeing contras/recharges
- To assist the Head of Marketing & Communications with audience development and diversification work as required
- To manage key relationships with external suppliers including designers, content producers, agencies and media buyers
- To brief designers and content producers to create assets including imagery and digital content as well as posters and other print
- Working closely with the Box Office and Audience Insight Manager to respond to trends and patterns identified through data analysis

### **3. Public Relations (PR) and Media**

- To maximise and create PR and media opportunities for all areas of Sherman Theatre activity
- To implement the PR and Media Strategy for Sherman Theatre to include short-term, seasonal and long-term objectives
- To maintain and increase media contacts locally, nationally and across the UK
- To write, issue and follow up media releases for Sherman Theatre events and productions
- To organise interviews, photocalls and media briefings as necessary
- To liaise with visiting companies regarding media activity and undertake as required
- To liaise with tour venues regarding media activity and assist as required
- To co-ordinate guest, media and PR events and to be present at Press Nights for Sherman Theatre Productions, liaising with the Box Office and Audience Insight Manager
- To co-ordinate disseminate media coverage internally

- To evaluate media coverage and report findings to the Head of Marketing & Communications
- To book rehearsal and production photographers and coordinate photography capture and sign off process
- To liaise with external press agencies

#### **4. Website & Organic Social Media**

- To oversee the social media plan and development of social media
- To have the overview of the website as a key and compelling tool for communicating with audiences

#### **5. Team and Relationship Management**

- To manage the Marketing Officer on a day-to-day basis, holding regular catch-up meetings
- To appraise the Marketing Officer
- To act as the main marketing contact for other teams across Sherman Theatre. Working closely with those teams to use the marketing resource where appropriate to help achieve their objectives
- To deputise for the Head of Marketing & Communications at meetings as directed

#### **6. Other Duties**

- To be a passionate advocate for audiences and represent the needs of audiences in conversations within the team and across the organisation
- To actively contribute to the delivery of Sherman Theatre's Marketing Strategy
- To support the Head of Audiences and Communication's work to grow and manage the brand as required
- To be an active team player and attend meetings as necessary
- To assist with distribution as necessary
- To update logs and spreadsheets as necessary
- To comply with, and implement, the bilingual policy
- To work with Head of Marketing & Communications on brand compliance
- To proof read copy

#### **It is a duty to abide by the Policy Statements as detailed in the Staff Handbook.**

*Note: You are employed as Marketing Manager. However you may be asked to perform other duties at the same grade and remuneration package and to the same total hours of work. You will be given four weeks' notice of any proposed changes in duties.*

*The job description and as such may be subject to changes made by your line manager, or may be part of discussion at either your annual Appraisal, or other appropriate meeting depending on the urgency of the discussion required.*

## PERSON SPECIFICATION: MARKETING MANAGER

### ESSENTIAL

- *The ability to speak, read and write Welsh (a Welsh speaker will be appointed to at least one of the two available marketing roles).*
- *Sound experience of working in arts marketing and campaign planning*
- *Good knowledge of marketing theory*
- *Experience of working and thriving in a busy but rewarding target led environment*
- *A genuine passion for communicating with audiences*
- *An audience focussed thinker*
- *An ability to generate original and creative ideas for marketing campaigns designed to more effectively reach target audiences*
- *A tenacious approach to achieving box office targets*
- *Experience of PR and working successfully with the media*
- *An effective manager of people with the ability to work well as part of a team*
- *A confident communicator with the ability to use multiple channels or means to communicate important messages*
- *The ability to build collaborative relationships by developing, maintaining and strengthening partnerships with others inside or outside the organisation*
- *Excellent organisational skills with the ability to work on many projects concurrently, manage deadlines and plan and prioritise own work and the work of others*
- *Excellent verbal, written, presentational and advocacy skills*
- *Demonstrable thoroughness and attention to detail, ensuring that one's own and others' work and information are complete and accurate*
- *The ability to anticipate the implications and consequences of situations and to take appropriate action to be prepared for possible contingencies*
- *Experience of using a Box Office system to maximise marketing opportunities*
- *Numerate, with experience of budget management*
- *Experience of commissioning or undertaking marketing research and interpreting results*
- *IT literate with proven administration skills*
- *Strong interpersonal skills, combined with enthusiasm and energy*
- *A passion for the arts*
- *Able to focus whilst working in a busy environment*
- *Uses own initiative and identifies what needs to be done and does it before being asked or the situation requires it*

### DESIRABLE

- *Experience of working in a producing theatre environment*
- *An interest in drama, particularly new writing*
- *The desire to work with, and for, all sectors of the community*

- *An awareness of the opportunities offered by marketing and communicating in the Welsh language*
- *Knowledge of Spektrix Box Office system*
- *Full driving license*
- *Experience of working with graphic designers and of commissioning print and design*
- *Knowledge of the cultural landscape of Cardiff and its audiences*