

# LIVERPOOL'S ROYAL COURT

## Marketing Co-ordinator

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## Job Information Pack

### Supporters



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Liverpool  
City Council

Culture  
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## Liverpool's Royal Court

Liverpool's Royal Court Theatre has been producing high quality, accessible theatre for over 18 years. We present real Liverpool lives on stage and celebrate all that is good about Liverpool's rich culture. We became an Arts Council National Portfolio Organisation in 2018. The theatre is one of the largest producing theatres in the North of England and we are proud to be recognised as successfully engaging non-theatre audiences and participants from some of the most deprived social and economic areas of the UK.

### Belief

That our brand of theatre production and participation programmes can be enjoyed by most people, and have a powerful impact on their lives, whether they have had previous theatre experiences or not.

### Vision

We make a difference to people's lives through entertainment, emotion and education.

We put Liverpool lives on stage and present our work in a unique way to engage non-traditional theatre audiences. We enrich the lives of our audiences and participants

culturally, socially and economically by connecting people to Liverpool.

### Mission

To become a key organisation through which audiences can develop a love for theatre in all its forms.

To be known throughout the UK as a leading producer of quality theatre and inspiring engagement programmes for non-traditional theatre audiences.

To truly embed Equality, Diversity and Inclusion into our organisation and programmes.





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## About the Job

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An exciting opportunity has arisen for a marketing co-ordinator to develop marketing skills and gain experience while supporting the marketing team with the efficient delivery of marketing services to the organisation. This role would suit somebody who has an interest in marketing and would like greater exposure and responsibility and opportunities for progression. This role may be the first in marketing for the candidate. The successful candidate will be able to prioritise and multitask and great communication skills will be second nature.

**Job title:** Marketing Co-ordinator

**Reporting to:** Head of Marketing

**Location:** Liverpool's Royal Court Theatre, 1 Roe Street, Liverpool, L1 1HL

**Contract:** Permanent, full-time

**Salary:** £26,500 per annum pro-rata

**Hours:** 8hrs per week, 1 day per week, including some weekend and evening work to attend theatre shows and events

### Staff Benefits

- 28 days per year including bank holidays (pro-rata)
- Pension contributions
- Health and wellbeing support
- Complimentary tickets to all main house shows
- An invitation to dress tech for all main house shows
- Staff discounts on meals and drinks in our café and bar



## Key Tasks

- Work closely with the Head of Marketing to understand marketing processes
- Undertake marketing projects
- Execute marketing plans for LRC main house and Studio shows
- Execute marketing plans for LRC projects including Community Engagement projects and capital projects
- Be aware of sales figures and targets for all shows. Create relevant tables, charts and graphs to inform and support the activity of the marketing team
- Liaise with suppliers – eg printers and media owners to ensure the smooth delivery of marketing activity
- Become aware of the full range of marketing tools both available both traditional and digital and be able to competently use them
- Work with the Graphic Designer & Brand Manager to ensure that LRC appears in the best light in all situations
- Attend and contribute to marketing team meetings
- Any other duties as may be reasonably required

## The successful candidate will have:

- 0-1 years of marketing experience
- Experience of the arts, entertainment, or related industries or prior work in theatre or live performance is a strong advantage
- Relationships – skilled in building relationships with customers, cast and crew and other teams within the theatre
- Adaptability – flexibility and the ability to respond to the current and changing situations is key
- Innovation – a problem solver that is able to analyse a situation and come up with viable solutions
- Organised - strong organisational skills to manage multiple projects, deadlines, and priorities in a dynamic environment
- Sense of Humour
- A desire to learn about:
- Marketing tools and the marketing mix
- Tactical Planning
- Audience Awareness and Action
- Data-Driven Decision Making
- Digital Marketing
- Content Creation





## How To Apply

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If you think that you meet all the requirements to be a successful candidate, please send us the following:

- An up-to-date CV
- A supporting statement which details why you want the role, how it fits in to your longer-term career plans and how you feel you meet the expectations of the JD, ensuring that you address each point under the 'successful candidates will have' section above
- The names and contact details for two referees, one of whom should be your current or most recent employer, if possible. We will not contact any referees without your prior permission

If you require further information about this recruitment process, need additional information about the role, or would like to discuss your access requirements please email HR on [HR@liverpoolsroyalcourt.com](mailto:HR@liverpoolsroyalcourt.com)

We would appreciate it if all candidates could complete the EDI form to help the organisation to monitor diversity across the organisation. We particularly welcome applications from people from the Global Majority for this post.

We're committed to creating a comfortable and inclusive environment for all candidates, so please let us know if you need any accommodations or special arrangements for the interview.

We strongly encourage all applicants with disabilities and people who are from ethnically and culturally diverse backgrounds to apply as we strive for our team and our work to be informed by and representative of the diverse communities we serve.