

# LIVERPOOL'S ROYAL COURT

## Marketing Manager

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## Job Information Pack

### Supporters



Supported using public funding by  
**ARTS COUNCIL  
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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 manager to support The Head of Marketing with the efficient delivery of marketing services to the organisation. This role would suit somebody who is currently in a similar role and would like greater exposure and responsibility. The successful candidate will be able to prioritise, multitask, go that extra mile, and great communication skills will be second nature.

**Job title:** Marketing Manager

**Reporting to:** Head of Marketing

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

**Contract:** Permanent, full-time

**Salary:** £30,000 per annum

**Hours:** 40hrs per week, 5 days 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**

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- Work closely with the Head of Marketing to advise on strategy for individual shows and events
- Create and execute marketing plans for LRC in-house shows, both main house and studio
- In conjunction with the Head of Marketing, create and execute marketing plans for LRC projects including Community Engagement projects and capital projects
- Be aware of sales figures and targets for all shows. Take action where required to remedy any shows that have fallen behind.
- Liaise with visiting companies to provide advice and venue insight for their marketing plans. To provide a venue marketing plan to them when required.
- Be 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 and that artwork is generated in a timely fashion for all projects
- Liaise with external marketing organisations to create eye-catching creative content to promote shows and projects
- Purchase advertising and media at the best available rates wherever required
- Attend and contribute to staff and departmental meetings
- Any other duties as may be reasonably required

## **The successful candidate will have:**

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- 2-5 years of Marketing Experience - Demonstrated experience in marketing, with a focus on the arts, entertainment, or related industries. Prior work in theatre or live performance marketing is a strong advantage.
- An understanding of marketing tools and the marketing mix and the ability to use those tools to raise awareness, target various demographic groups and ultimately sell tickets.
- Tactical Planning - Ability to develop and implement short to medium term multi-channel marketing plans tailored to theatre productions and audiences.
- Audience Awareness and Action - Experience identifying target audiences and developing successful marketing campaigns to sell tickets and achieve strong ROI.
- Relationships - Skilled in building relationships with media outlets, cast and crew and other teams within the theatre.
- Creative Collaboration - Ability to work closely with directors, producers, and artistic teams to align marketing strategies with production goals.
- Data-Driven Decision Making - Proven ability to leverage analytics and audience data to drive campaign effectiveness, with experience in interpreting key metrics such as ticket sales, engagement, and audience demographics.
- Digital Marketing Proficiency - Hands-on experience with digital marketing tools, including social media platforms, Google Analytics, Google Ads, SEO/SEM, email marketing platforms, and CRM systems.
- Adaptability and Innovation - Proven ability to adapt marketing approaches in a dynamic, fast-paced environment, particularly when promoting live or seasonal events.
- Content Creation - Ability to produce engaging promotional content (visual, written, and video) to captivate audiences and potential customers
- Organised - Strong organisational skills to manage multiple projects, deadlines, and priorities in a dynamic environment.
- Sense of Humour



## 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.