

Applicant Ref: 24LT11-____
(Office use only)

LYRIC

APPLICATION FORM

Marketing Manager

Thank you for your interest in this position. To apply, please complete this Application Form, and the separate Equal Opportunities Monitoring Form.

Please submit a completed Application form by email to recruitment@lyrictheatre.co.uk with reference 24LT11 in the subject by 12pm on Wednesday 15th January 2025. Lyric Theatre reserve the right to amend the closing date of the process if required for operational reasons. Applications received after the closing date may not be accepted.

The Equal Opportunities Form can be submitted online and [is available here](#)

It is anticipated that Interviews will take place during week commencing 20th January 2025.

APPLICANTS, PLEASE NOTE

- Each section (1-4) of this Application Form must be fully completed.
- Applicants should particularly note the contents of the Job Description and demonstrate on their Application Form how they meet the criteria.
- The decision to shortlist will be based solely on the information you provide in this Application Form.
- Only applications containing all the information which has been sought will be considered.
- CVs will not be considered.
- Canvassing will disqualify.
- We will acknowledge receipt of Applications.
- We are planning face to face interviews at The Lyric Theatre. Should this not be possible, interviews will take place via Zoom.

The Lyric Theatre is an Equal Opportunities Employer

We particularly welcome applications from People of the Global Majority, disabled and LGBTIQ+ candidates who are under-represented across the sector.

Section 1: PERSONAL DETAILS

Just some basic bits to make sure we can contact you about progressing your application.

Surname	
Forename:	
Title:	
Home Address:	
Tel Number (Daytime):	
Email Address:	

Section 2: ESSENTIAL CRITERIA (AND DESIRABLE, IF APPLICABLE)

Please give us some detail explaining **how** you meet each of the criteria. Dates and specific examples would be super helpful.

Essential Criteria – Please demonstrate by providing evidence and examples of the following:

1. Qualifications

- Related degree-level qualification (marketing, communications, public relations)

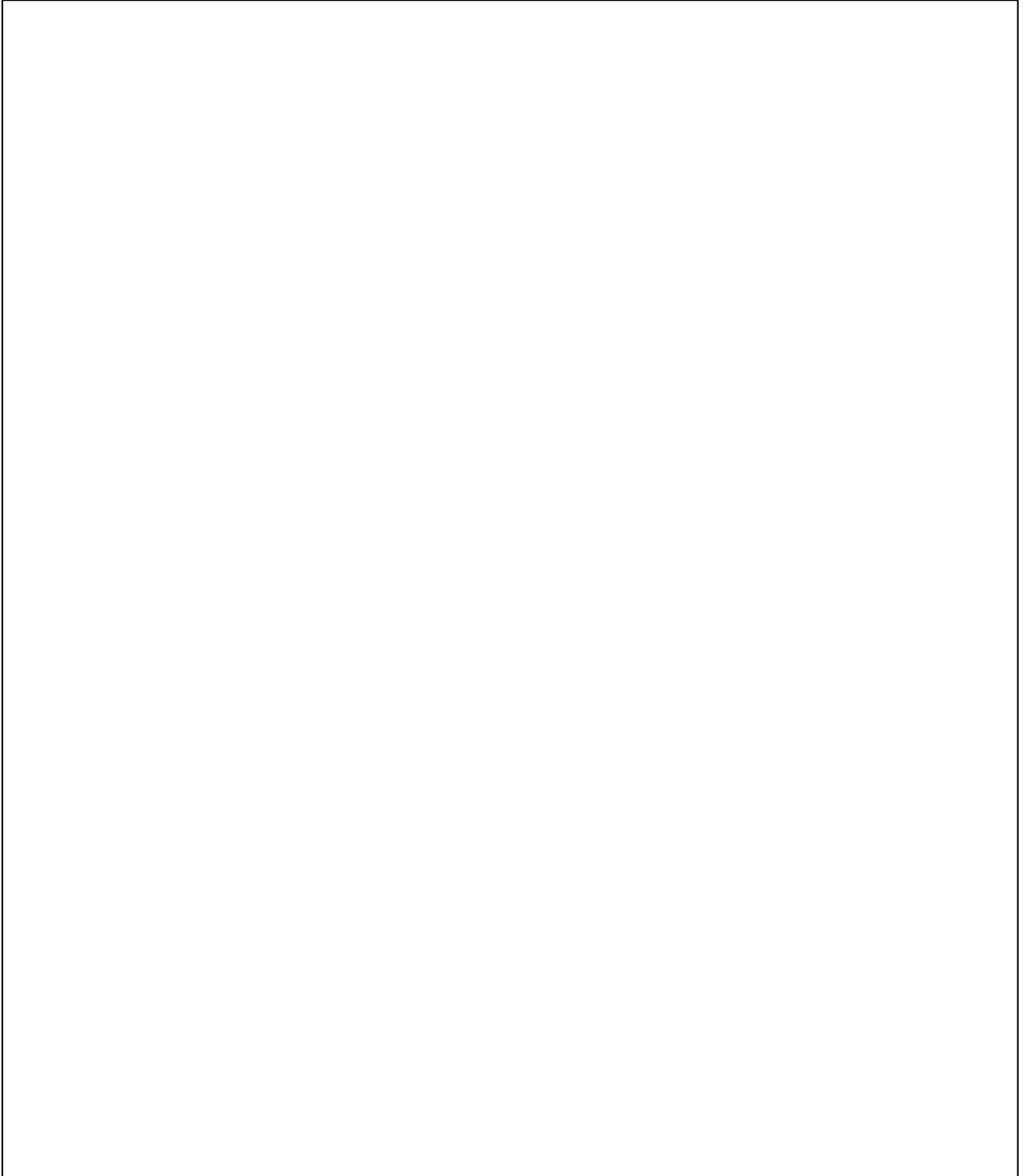
2. Experience

- A minimum of 4 years' experience in a professional marketing & communications environment.
- A successful track record of developing and implementing marketing plans for audience development and sales, and monitoring and evaluating their success.
- Experience of line managing teams and fostering relationships, internally and externally.
- Experience of running successful media, advertising, print and digital media campaigns and managing their budget.
- Experience of Photoshop, Canva, Dot Digital and Craft CMS.
- Experience of working with the media.

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2. Skills

- Experience of and the ability to demonstrate excellent copywriting, presentational and communication skills.
- Excellent organisational skills and attention to detail, and ability to manage a complex workload.
- Excellent IT skills



Desirable Criteria – Please demonstrate by providing evidence and examples of the following (if applicable):

- Experience of marketing in the arts sector.
- Experience of working with computerised ticketing systems, specifically Spektrix.
- Experience of archive and heritage initiatives
- Knowledge of the arts/cultural sector in Northern Ireland.

Section 3: REFERENCES

Please name two referees (not relatives) at least one of whom should have knowledge of your present/most recent work and be in a supervisory/managerial capacity. We will not contact them until AFTER you have accepted a conditional offer with us, and will wait until you have confirmed we can go ahead.

Name:		Name:	
Job Title:		Job Title:	
Company / Organisation:		Company / Organisation:	
Address:		Address:	
Postcode:		Postcode:	
Daytime Telephone No: (Please Include dialling code)		Daytime Telephone No: (Please Include dialling code)	
Email address:		Email address:	

NB: Whilst the information given in this application is confidential, applicants are advised that legal processes may require the organisation to disclose the form to certain statutory bodies and, in some circumstances open Tribunal.

Section 4: DECLARATION

I confirm that the information provided in this application is truthful and accurate. I have omitted no facts that could affect my employment. I understand that any false misleading statements could place any subsequent employment in jeopardy. I understand that any employment entered into is subject to documentary evidence of my right to work in the UK and satisfactory references. I expressly consent to personal data contained within this form being recorded for the purposes of assessing suitability for the post and may form the basis of any subsequent personnel file.

Signed: _____

Print Name: _____

Date: _____

The Lyric Theatre will process the personal data that you have supplied on this application form in accordance with the terms of the privacy notice for job applicants which is included with your recruitment pack. The Company will only process your personal data where it has a lawful basis for such processing.