



LYRIC

Marketing Manager

Job Description & Application Information

Who We Are

The Lyric Theatre enjoys a special place within Northern Ireland's artistic landscape. As a prolific production house, the Lyric is the beating cultural heart of Northern Ireland – inspiring and entertaining audiences with both new and established plays and helping to launch the careers of some of our most famous actors, directors, and playwrights. The Lyric is a playhouse for all. We are a shared civic space for artists and audiences alike; a creative hub for theatre-making, nurturing talent and promoting the critical role of the arts in society.

As Northern Ireland's only full-time producing theatre, each year we produce 9 or 10 full-scale productions, 2 of which run concurrently at Christmas. We also receive visiting work from touring companies. We stage some 400 performances each year and are the largest employer of theatre practitioners in Northern Ireland. Our modern theatre opened in 2011 and consists of the 390-seat main stage and the 124-seat flexible Naughton Studio. In recent years, the theatre won 4 Irish Theatre Awards, was voted NI's most welcoming theatre, staged co-productions with the Abbey Theatre, Soho Theatre and the Dublin Theatre Festival and toured to New York, London, Glasgow, and Dublin. In 2022, we won Best Play Revival for Translations with Abbey Theatre at the UK Theatre Awards, in addition to our Creative Learning department winning Excellence in Arts Education. In 2023 we won Theatre of the Year at The Stage Awards, and Business Contribution to the LGBTQIA+ Community at the GNI Mag Awards.

There are two group companies. Lyric Theatre NI (The parent company) is a company limited by guarantee and a registered charity and is also the owner and operator of the theatre and the primary recipient of grant funding. Lyric Players Theatre Productions Limited is a wholly owned subsidiary of Lyric Theatre NI and is responsible for producing professional theatre productions and the operation of food and beverage operations within the theatre. The combined turnover of the two companies is in excess of £4.5million and employ more than 100 employees. For more information on the Lyric Theatre, visit www.lyrictheatre.co.uk.

Our Mission

We are a shared civic space for artists, arts workers, and audiences alike; a creative hub for theatre-making, nurturing talent and promoting the role of the arts in society. Our mission is to **create, entertain, and inspire**.

Our Values

We are welcoming: The Lyric Theatre is an inclusive and accessible space for all: a creative place to play, learn, question, and explore.

We are nurturing: Our goal is to galvanise, and empower all those who work in the arts, whilst nurturing new generations of talent through the Lyric Drama Studio and our Creative Learning and New Writing programmes.

We inspire and entertain: We aim to provide theatre experiences that entertain and inspire; challenging audiences to explore their own and other stories.



Job Description

Job Title

Marketing Manager

Location

Lyric Theatre, Belfast

Salary

£32,500 - £34,500pa,

Contract

Permanent, full-time

Probation

6 months

Annual Leave

20 days per annum plus
Bank Holidays

Reporting To

Head of Development &
Marketing

Working Hours

37.5 hours per week, usually
9-5, with occasional evening
and weekends

Purpose of the Post

The Marketing Manager is a key role within the theatre, leading the team responsible for promoting our wide range of activities, building audiences and raising the organisation's profile. The post holder will be responsible for leading and overseeing the design and implementation of our marketing strategy, ticket sales, audience development, print and digital promotions, branding, and communications for Lyric productions, visiting shows and for the theatre generally. They will be responsible for managing the Marketing team and will work closely with, and lead, cross departmental teams on marketing, sales and branding initiatives, including Creative Learning, Front of House and Production, as well as the Lyric archive and heritage.

Benefits

Of course, we provide all the standard entitlements like an employer-contributed pension and statutory pay for sickness, maternity, and paternity leave, but we also have some extras:

- Additional paid day off for your birthday
- Access to a free, confidential counselling service through our Employment Assistance Programme.
- Free beverages from our café/bar.
- Discounted food from our café/bar.
- Free tickets for Lyric productions.
- Free period products in all bathrooms.

There are a range of other elements that make the Lyric a unique and enjoyable place to work:

- **Beautiful environment:** Enjoy breaks on our exclusive River Terrace.
- **Prestigious theatre:** Work with well-respected and talented theatre professionals in a multi-award-winning theatre known for high-quality productions.
- **Commitment to wellbeing:** Access to Mental Health First Aid Training and a supportive work environment.
- **Inclusive culture:** We've rolled out initiatives like being breastfeeding-friendly, providing free period products in our bathrooms, participating in Belfast Pride, and providing BSL training.
- **Staff involvement:** Engage through Staff Council and Suggestion Box.

Main Duties and Responsibilities

Audience Development

- Develop and deliver an audience development strategy for the Lyric, to identify and target new markets and audiences and to retain and engage loyal audiences.
- Deliver consistent CRM, ensuring effective segmentation and targeting using audience personas, and in a consistent way throughout the full audience journey, to increase audience engagement and loyalty.
- Work with Head of Customer Services and Box Office/FOH managers and staff to ensure the customer and audience experience is placed at the centre of the theatre, through a strong emphasis on direct customer experience, including tracking and reporting on customer feedback and satisfaction.

Digital Strategy and Website

- To lead on the development of a streamlined digital marketing strategy; overseeing all digital marketing plans including CRM strategy, e-marketing and managing social media platforms, to help drive engagement, online sales and overall digital presence.
- Oversee the management of the content of the theatre's website, ensuring a best-in-class user experience, optimized conversion rates and tracking digital analytics.

Sales and Marketing

- Develop integrated sales and marketing campaigns for Lyric productions, visiting shows and for the theatre generally.
- Develop and deliver promotional and pricing strategy to ensure they maximize the opportunities for each segmented market audience, to work to achieve agreed sales targets and regularly monitor revenue against these targets.
- Oversee production and delivery of all printed and online material including in-venue print, seasonal brochures, social media, e-commerce, PR and other event publicity.
- Lead on audience insight, analyse audience data, and other market research to better inform the overall marketing and communication strategy.
- Develop and promote the Lyric brand ensuring a positive and consistent brand message is delivered in all communications.
- Work closely with our sponsors to deliver agreed marketing outcomes and maximize all branding opportunities, as well as identify and cultivate new sponsorship opportunities across the theatre.

Communication and PR

- Oversee the external PR agency to ensure the theatre's productions and activities receive maximum media exposure, supporting them with press releases, media pitches, and event planning;
- Ensure all communications align with the theatre's brand and messaging, maintaining consistency across all platforms;
- Monitor media coverage and review PR metrics, adjusting strategic approach where necessary.

Management

- Responsibility for leading the Marketing team, working to agreed sales and audience targets, managing performance and leading by example in demonstrating the values of the Lyric;
- Manage and develop the theatres archive and heritage projects
- Manage third party suppliers and service providers, within procurement guidelines;
- Responsibility for working within agreed budgets, tracking and monitoring under/overspend and ensuring best value for money is obtained;
- Support Head of Development and Marketing on Development work by providing information for use in funding applications, Board reports and evaluations;
- Management of all media and PR relationships and external agencies;
- Contribute to the creation and development of strategic business plans, campaign plans and overall marketing plan;
- Other relevant duties as may be required from time to time as part of working in a small team, and that fall within the general scope of the post;
- All staff are required to be professional, co-operative and flexible, as the role demands.

This list is for guidance only and is not exhaustive. The post holder will also be required to carry out other reasonable duties as required by the line manager

Personnel Specification

ESSENTIAL CRITERIA	Assessed by	
	Application	Interview
Qualifications		
• Related degree-level qualification (marketing, communications, public relations)	X	
Experience		
• A minimum of 4 years' experience in a professional marketing & communications environment.	X	
• A successful track record of developing and implementing strategic marketing plans for audience development and sales, and monitoring and evaluating their success.	X	
• Experience of line managing diverse teams and fostering relationships, internally and externally.	X	
• Experience of running successful media, advertising, print and digital media campaigns and managing their budget.	X	
• Experience of managing budgets in excess of £20,000 and applying procurement measures for tendering and quoting.		X
• Experience of conducting robust analysis, effective evaluations and reports for use by senior staff and in funding applications.		X
• Experience of Photoshop, Canva, Dot Digital and Craft CMS.	X	
• Experience of working with the media.	X	
Skills		
• Experience of and the ability to demonstrate excellent copywriting, presentational and communication skills.	X	X
• Excellent organisational skills and attention to detail, and ability to manage a complex workload.	X	X
• The ability to lead and inspire a team, and work as part of a larger team.		X
• Excellent IT Skills	X	
Other		
• Demonstrable drive and commitment for continued improvement.		X
• Ability to work flexible hours.		X
• A passion for the arts.		X

DESIRABLE CRITERIA	Assessed by	
	Application	Interview
• Experience of marketing in the arts sector.	X	
• Experience of working with computerised ticketing systems, specifically Spektrix.	X	
• Experience of archive and heritage initiatives	X	
• Knowledge of the arts/cultural sector in Northern Ireland.	X	X

Personal Qualities

Successful applicants will be able to demonstrate the following qualities:

1. Strong inter-personal skills, with excellent written and verbal communication skills.
2. An enthusiastic and flexible approach to work
3. The ability to, prioritise, plan and manage their own workload
4. A natural problem solver with the ability to multi-task
5. Attention to detail.

How to Apply

Please complete and submit our **Application Form**, available on our [website here](#), quoting the reference **24LT11** in the subject heading, to recruitment@lyrictheatre.co.uk.

You must also complete our **Equal Opportunities Monitoring Form** by [clicking this link](#) and entering the same reference **24LT11**.

Failure to complete and submit an application form that demonstrates how you meet the criteria will result in your application being disqualified. Canvassing will disqualify.

Closing Date

Midday on Wednesday 15th January 2025

Accessibility

If you require the application in a more accessible format or would like to discuss your application further, please contact recruitment@lyrictheatre.co.uk as soon as possible. We will endeavour to assist with your requests.

Shortlisting

Only those applicants who appear, from the information provided, to be the most suitable in terms of the selection criteria may be called for interview. It is the applicant's responsibility to demonstrate clearly in their application **how** they satisfy the published selection criteria. It is essential that applicants provide evidence of **how** they meet the selection criteria, giving examples and specifying exact dates as appropriate. All applications for employment are considered strictly based on merit.

Interviews

Interviews are planned for week commencing Monday 20th January 2025

Disclosure

1. If you are successful after shortlisting, depending on whether you will be working with children and/or vulnerable adults, you will be required to undergo an ACCESS NI check.
2. If you are required to undergo an Access NI check, a copy of their Code of Practice will be made available to you.
3. You will also be required to disclose any unspent criminal convictions as defined by The Safeguarding Vulnerable Groups NI Order 2007 & The Rehabilitation of Offenders (NI) Order 1978. The Lyric theatre has a policy on the Recruitment of Ex-Offenders which can also be made available to you.
4. Disclosure of a criminal record will not necessarily be a bar to obtaining the position within the Lyric theatre. You will, however, be asked to disclose if there is any reason why you cannot work in regulated activity with children or vulnerable adults.

The Lyric Theatre is an Equal Opportunities Employer.

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

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