



JOB DESCRIPTION

Job Title:	Sales and Marketing Officer	Job Number: (Official use ONLY)	
Department / Service:	Princes Hall - Operations	Main location: (i.e. where primarily based)	Princes Hall, Princes Way, Aldershot, GU11 1NX
Hours of Work:	24 hours per week - flexible	Post Restrictions: (e.g. politically restricted and/or sensitive)	n/a
Grade & Salary Band: (where appropriate)	G3	Regulated Activity: (i.e. DBS check required)	n/a

Job Purpose: (i.e. Context & summary of why the role exists)	<p>To provide essential support to the Sales & Events Manager in delivering the marketing strategy for the Princes Hall. The post is responsible for the implementation of multi-channel marketing campaigns for shows, events and other initiatives such as the Friends of the Princes Hall.</p> <p>Creative digital marketing is key to the marketing strategy, and the Sales and Marketing Officer is responsible for the content management of the website, e-marketing and social media campaigns.</p> <p>To sell tickets for events on the computerised Box Office system (Spektrix), and to provide information to customers about local accommodation and attractions.</p>
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Section A: Main Duties

1	<p>Marketing</p> <ul style="list-style-type: none"> As directed by the Sales & Events Manager, development, production (including copy, images and video) and implementation of e-communications, to include website, emails and social media. Content management of the Princes Hall website, ensuring accuracy of information. In conjunction with the Sales & Events Manager, liaison with internal and external companies (show agents, designers, printers, etc), for the production of the What's On brochure, Friends Newsletters and additional print requirements to support shows and events. As directed by the Sales & Events Manager, and in partnership with external promoters and internal colleagues, creation and management of highly effective marketing campaigns for shows and hospitality-led events to best achieve agreed financial targets and marketing objectives. Administration of direct mail outs. Maintaining and developing the computerised database with customer records. Copywriting and proof reading as required and to a high standard. Co-ordinating print on display in all areas of the theatre, and to manage print distribution (schools, businesses and shops).
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	<ul style="list-style-type: none"> Monitoring of campaign effectiveness and audience trends via data analysis from the computerised Box Office system.
2	Box Office <ul style="list-style-type: none"> Efficiently operate the computerised box office system to sell tickets for events. Accurately record customer data on the computerised system. Reconcile cash, cheques, and credit card transactions against daily cash reports. Reconcile shows and events from manual and computerised ticket sales records. Correctly make up floats, and balance tills and floats at the end of shift. Administer merchandise sales income. Provide full Box Office services, (computerised or manual), for some external events.
3	Customer Care <ul style="list-style-type: none"> Liaise with customers (public, organisations and industry colleagues) over the phone and in person in an efficient and courteous manner. Be the welcoming face of the Princes Hall for all public, organisations and hirers of the building. Actively maximise all sales opportunities including secondary spend, cross selling and upselling.
4	Communication <ul style="list-style-type: none"> Ensure continuity of service delivery between shifts / leave, etc. Accurately relay information to colleagues to minimise potential problems. Ensure continual awareness of all functions taking place in the venue.
5	Visitor Information <ul style="list-style-type: none"> Answer customers enquiries about local facilities, accommodation, things to do, etc. Assist the Box Office & Marketing Manager in the general promotion of local accommodation and attractions. Sell books, maps and other merchandise.
6	Support Services <ul style="list-style-type: none"> Undertake any other duties determined by the manager from time to time.

Section B: Staff Reports & Responsibilities

Direct Reports	Job N ^o	Title	Grade	Level of mentoring, supervision and/or responsibilities
Responsible to		Sales & Events Manager	G4	
Responsible for		n/a		

Section C1: Budget, business planning and/or cash handling responsibilities

Duties, Tasks & Activities	Budget (Provide details of the amounts involved and the extent to which these responsibilities are individual or shared with others)	Indicative frequency (i.e. how long)
Box Office Cash Handling – ensuring the correctness, accuracy and security of all payments taken.	Responsibilities shared with other Box Office staff. 2518 80140 - In excess of £750,000 per year (cash cheques and cards)	Daily
Marketing Spend	In conjunction with, and approval from, the Sales & Events Manager. 2518 30237 - £32,000	Weekly

Section C2: Income responsibilities including bidding for grants

Duties, Tasks & Activities	Income level(s) (Provide details of the amounts involved and the extent to which these responsibilities are individual or shared with others)	Indicative frequency (i.e. how long)

Section D: Working Conditions & Environment(s)

Duties, Tasks & Activities	Summary of work environment(s) and conditions or people related behaviour	Indicative duration (i.e. how long)
Counter sales / In person customer queries.	Box Office – shared desk space.	4 -5 hour shifts
Telephone sales / queries. Marketing work.	Back Office – shared desk space.	4 -5 hour shifts

Section E: Additional Duties, Tasks and Activities

Duties, Tasks & Activities	(E)ssential or (D)esirable
The nature of the work may involve the jobholder carrying out work outside of normal working hours including evenings, weekends' and Bank Holidays.	(E)
Comply with the venue's safety policy, emergency procedures and risk assessments.	(E)

Section F: Corporate Standards

Actively role models the Rushmoor Behaviours and new Corporate Values, and commits to creating a positive, inclusive and diverse culture

PERSON SPECIFICATION

Section G: Knowledge, Experience & Technical Competencies

Skills, Abilities, Qualities & Attributes (NB: Verification may be required)	(E)ssential or (D)esirable	How Assessed (i.e. (A)pplication form / (I)nterview / (T)ests or (App)raisal)
Experience in a marketing role (ideally within an entertainment environment).	E	A
Strong computer skills including Microsoft Office.	E	A
Organisational and administration skills.	E	A
Customer care experience in a front facing role.	E	A I
Social media / digital marketing knowledge.	E	A
Experience of cash handling, banking and implementing cash handling procedures.	D	A T
Previous work in a theatre.	D	A
Familiarity with Box Office systems (ideally Spektrix).	D	A
Strong photography / design skills including Adobe Photoshop.	D	A
Good visual eye for creative print production.	D	I
Experience in writing press releases.	D	A

Section H: Qualifications and Training

Skills, Abilities, Qualities & Attributes (NB: Verification may be required)	(E)ssential or (D)esirable	How Assessed (i.e. (A)pplication form / (I)nterview / (T)ests or (App)raisal)
Numeracy and literacy skills (O level / GCSE or equivalent).	E	A
Relevant professional marketing qualification.	D	A

Section I: Interpersonal & Communication Skills and Core Behaviours

Skills, Abilities, Qualities & Attributes	(E)ssential or (D)esirable	How Assessed (i.e. (A)pplication form / (I)nterview / (T)ests or (App)raisal)
High level communication skills and an excellent manner when dealing with the public, stakeholders and industry colleagues.	E	I
A passion for theatre and live entertainment and for the provision of excellent customer service.	E	I
Creative and adaptable approach.	E	I
Excellent attention to detail.	E	A I
Ability to work to deadlines.	E	I
Problem solving / initiative.	E	I
The ability to perform well as part of a team and take on a lead role in projects as required.	E	A I
Press and marketing contacts.	D	A I
Ability to be flexible according to business need	D	I

Section J: Physical Skills

Skills, Abilities, Qualities & Attributes	(E)ssential or (D)esirable	How Assessed (i.e. (A)pplication form / (I)nterview / (T)ests or (App)raisal)
Able to work evenings / weekends / bank holidays when required.	E	I

APPENDIX

SECTION L: ORGANISATIONAL STRUCTURE & POSITION

Service and team structure

