



CITY VARIETIES
MUSIC HALL · LEEDS

The **GRAND**
Theatre & Opera House Leeds



Campaigns Manager

The role of the Communications team at Leeds Heritage Theatres (LHT)

Our busy Communications team works across both Leeds Grand Theatre and City Varieties Music Hall and provides support to the Hyde Park Picture House team as required.

Purpose of Job

As Campaigns Manager, you will be responsible for planning, creating and delivering innovative campaigns to maximise audiences and income across both Leeds Grand Theatre and City Varieties Music Hall. Reporting to and working closely with the Marketing Communications Manager, you will nurture and manage positive relationships with both visiting companies and internal departments while ensuring all campaigns reach the desired target audiences across the region.

Principal Accountabilities

Plan, create and implement robust and innovative marketing campaigns to deliver on both financial and audience targets for Leeds Grand Theatre and City Varieties Music Hall.

In consultation with the Marketing Communications Manager, manage all show campaigns, budgets and contras to deliver maximum return on investment and value for money.

Build and maintain strong relationships with external promoters, visiting companies and key media to enhance our brand position in the market.

Nature and Scope of Role

Work closely with visiting companies and promoters to create and implement well-targeted, high-profile, multi-channel marketing campaigns which deliver excellent results within budget.

Be an integral part of the delivery of our Audiences Strategy, increasing frequency and spend, increasing the diversity of our audience and identifying opportunities for audience development.

Help maximise potential income for productions at our venues and support in the development of campaigns which aim to raise the profile of the wider Charity, and its activities beyond performance or presentation, on both a city, regional and national level.

Contribute to developing our distinct brands online via our web presence and social media channels.

Work with the Marketing Co-ordinator to brief and liaise with designers and printers to produce high-quality, accurate publications as and when required.

With the Marketing Communications Manager, embed campaign evaluation across all channels to report on effectiveness against financial, audience and diversity targets.

Alongside the Marketing Co-ordinator, ensure that the required publicity materials are supplied to our venues and displayed appropriately. This includes collation and production of the brochure and house programmes, plus supporting print and visuals for our Youth Theatre Productions and the annual pantomime.

Provide support to the wider Communications team as and when required, including attending media events and press nights at Leeds Grand Theatre and City Varieties Music Hall.

Any other duties commensurate with the post.

About You

As an accomplished and high-achieving Marketing Professional, ideally with experience working in the Arts or Cultural sectors, you will be confident and able to work both independently and collaboratively. You will be comfortable negotiating with external partners and able to create and present comprehensive campaigns, within budget and delivered on time. You will thrive on managing deadlines and achieving financial targets that meet the forecasts of both our organisation and external producers. Data will be one of your passions and your use of CRM systems plus financial analysis will lead to insightful reporting.

Essential attributes

Demonstrable experience of managing simultaneous, data-driven, multi-channel marketing campaigns.

Proven ability to manage multiple projects and deadlines.

Proven ability to manage budgets.

Strong data analysis and reporting skills.

Excellent written and verbal communication skills.

Excellent interpersonal skills and the ability to work across different departments.

Excellent administrative and organisational skills, demonstrating accuracy and attention to detail.

Ability to take initiative, make informed decisions and manage expectations, as well as work collaboratively as part of a team.

Experience of working with designers, printers and media buying agencies.

Experience of using CRM and/or ticketing systems

Experience of using email software such as Dotdigital or Mailchimp

Desirable attributes

Experience of using Canva for basic image creation and manipulation

Familiarity with Spektrix

Experience working in the arts and culture sector.

Contract type: Permanent

Responsible to: Marketing Communications Manager

Salary: £30,113 per annum

Holiday Entitlement: 4 weeks plus bank holidays, increasing after 3 and 5 complete holiday years

Benefits

- Generous average salary pension scheme
- Regular staff offers and discounts for our own venues and local businesses
- Free to use Employee Assistance Programme that supports your health and wellbeing
- Personnel investment and training
- Flexible working

Probation Period: Six months

Notice Period: One month on successful completion of the probationary period

Hours: 37 hours per week Mon-Fri (occasional evening and weekend working required). We encourage flexible, hybrid working with an expectation that colleagues spend a minimum of three days per week in the office. Additional time in the office may be helpful during the induction period.