



CITY VARIETIES
MUSIC HALL · LEEDS

The **GRAND**
Theatre & Opera House Leeds



ROLE DESCRIPTION AND PERSON SPECIFICATION

Job title:	Marketing Officer
Reports to:	Marketing Manager
Department:	Communications
Contract Type:	Permanent
Hours:	37 hours per week Mon-Fri (with occasional evening and weekend working). We encourage flexible, hybrid working; this role cannot be fulfilled wholly remotely.
Salary:	£27,158 a year
Holiday Entitlement:	20 days plus bank holidays (rising after three and five whole years' service)
Location:	Based across Leeds Heritage Theatres venues, with some flexibility

ABOUT LEEDS HERITAGE THEATRES (LHT)

“Where creativity thrives, and stories unfold”

Leeds Heritage Theatres is the custodian of three of the city's most iconic venues:

- **Leeds Grand Theatre:** A cornerstone of the city's cultural life and a landmark of Victorian elegance, the Grand hosts world-class musicals, drama, opera and dance. The venue seats approximately 1,500 people and is complemented by the Howard Grand Hall, a space for around 80 people, alongside several bars and studio spaces.
- **City Varieties Music Hall:** Known for its rich music hall heritage, today the City Varieties offers a vibrant programme of comedy, cabaret, spoken word, live music and pantomime, upholding its legacy as one of the UK's most cherished performance spaces. The venue seats approximately 450 people and includes a historic bar that supports events and audience activity. The venue is licensed for weddings.
- **Hyde Park Picture House:** One of the world's last surviving gas-lit cinemas, Hyde Park Picture House is home to independent, international and archival cinema, offering a unique and enriching film experience. The venue includes two cinema screens with capacities of approximately 250 and 50 seats, together with a flexible foyer, café and breakout spaces that support community, learning and private events. The venue is licensed for weddings.

Together, these venues make a vital contribution to the cultural life of Leeds.

As a charitable organisation, our vision is to be a hub of creativity, celebrating the work of local, national and international artists and the human connection of arts and culture. Our work will be underpinned by excellence, skill, inclusivity, collaboration, learning and generosity, and will be visible not only at home in Leeds but regionally, nationally and virtually. Our physical and digital sites will be places of congregation, engagement, excitement and welcome. We will always be future-facing and outwards-facing, whilst recognising our heritage and our history.

We will deliver this vision by working with the most exciting artists and creatives of our time and flinging open our doors to welcome as many people as possible into our spaces. We want to reach across art forms, reignite past collaborations, forge new partnerships, celebrate our creative learning programmes, reimagine a compelling new identity, and realise an arts organisation that fosters inclusion and belonging.

As an independent charity that receives no regular revenue subsidy, we generate most of the income needed to sustain our work ourselves. Every commercial event, venue hire and partnership helps fund the care of our historic venues, supports ambitious artistic programming, invests in learning and engagement, and creates opportunities for people and communities across Leeds to experience and participate in the arts.

PURPOSE OF THE ROLE

To deliver marketing campaigns across LHT venues, with a focus on **digital advertising, email marketing and campaign implementation**, ensuring activity is executed effectively, reaches target audiences and delivers strong performance.

KEY RESPONSIBILITIES

Campaign Delivery

- Deliver multi-channel marketing campaigns based on plans set by the Marketing Manager
- Coordinate campaign rollout across digital, email, print and OOH channels
- Ensure campaigns are delivered on time, on budget and in line with agreed objectives

Digital Advertising

- Lead paid digital campaigns, including Meta (Facebook/Instagram)
- Set up, manage and optimise campaigns across platforms
- Monitor performance and adjust targeting, creative and spend accordingly
- Report on ROAS, CPC and engagement across all campaigns
- Work with media buying agencies where required

Email Marketing and Campaign Optimisation

- Build and deliver email campaigns aligned to campaign plans and audience segments
- Undertake A/B testing (e.g. subject lines, content, send times) to improve performance
- Monitor metrics such as open rates, click-throughs and conversions
- Use insights to refine and improve email marketing effectiveness

Audience Targeting and Data Use

- Implement audience segmentation and targeting within campaigns
- Work with CRM data to support audience acquisition and retention activity
- Test and refine approaches to reaching different audience groups

Campaign Performance and Reporting

- Track campaign performance across channels
- Provide reporting and insight to the Marketing Manager
- Contribute to campaign evaluation and learning

Budget Support and Financial Administration

- Support the management of campaign budgets at a practical level
- Process invoices and manage financial administration in line with internal systems
- Monitor campaign spend and ensure accurate reporting
- Liaise with suppliers, agencies and finance teams as required

Operational Delivery

- Brief creative assets and ensure delivery timelines are met
- Work closely with the Marketing Co-ordinator on artwork schedules and OOH activity
- Liaise with Communications team to ensure integrated campaign delivery

PERSON SPECIFICATION

Essential

- Demonstrable experience of delivering multi-channel marketing campaigns
- Practical experience of setting up, managing and optimising paid digital advertising campaigns
- A data-led approach to decision-making and campaign building
- Experience of building and delivering targeted email marketing campaigns
- A strong understanding of campaign data and performance measures
- Experience of using audience and CRM data to support effective targeting
- Strong organisational and collaborative working skills
- Excellent time management skills and the ability to prioritise multiple deadlines
- Excellent written and communication skills and attention to detail

Desirable

- Experience of working with CRM and/or ticketing systems
- Knowledge of SEO and content optimisation
- Experience of the arts, culture or entertainment sectors and an ability to tailor marketing campaigns for different audiences
- Experience of acquisition of new audience segments
- Experience with the following systems or industry equivalents
 - GA4
 - Meta Ads
 - OpenAI Ads
 - Google Ads
 - Dotdigital
 - Spektrix

OTHER DETAILS

Notice Period:	One month
Probation Period:	Three months
Pension:	Generous average salary scheme
Employee Benefits:	Access to employee assistance programme (EAP), staff discounts, flexible working, and training opportunities