



JOB OPPORTUNITIES

POSTED 5th November 2023
APPLICATIONS BY Friday 24th November 2023

ROYO is looking for a **Marketing Coordinator** to join its busy production office.

Recent and current productions include *13 Going On 30 The Musical*, *NOW That's What I Call A Musical*, *Police Cops The Musical*, *Johannes Radebe: House of JoJo*, *Fisherman's Friends: The Musical*, *Disney's Winnie the Pooh*, *The Cher Show* & *The Osmonds: A New Musical*. Further major productions are to be announced for 2024/5.

The role will be required to work across a range of current and future productions and will be based in ROYO's central London office.

ROYO is a committed equal opportunities employer. We actively encourage applicants from all backgrounds and sections of the community.

www.royo.co.uk

To apply, please email a covering letter and CV to recruitment@royo.co.uk with the job title in your email's subject line by 6pm on 24.11.23.

MARKETING COORDINATOR

The Marketing Coordinator will work under the General Managers supporting in the strategic planning, organisation and administration of the marketing of each production.

Responsibilities will include:

- Liaising and coordinating with external marketing agencies on each production to ensure the smooth running, planning and execution of marketing campaigns.
- Coordinate timelines for the announcement and marketing of productions, including putting new productions on sale.
- Plan campaigns as required for productions on a national and local level.
- Project manage promotional events, performances and press nights.
- Preparing reports on sales, campaign activity and interactions for the Directors and other key stakeholders.
- Oversee any in house marketing of ROYO, including ensuring company websites and social channels are up to date and in line with house policies.
- Creating digital content schedules as required for productions that don't retain an external agency.
- Drafting copy and promotional wording, and proof-reading documents as required.
- Preparing briefs for external artwork agencies and coordinating the delivery of artwork.
- Managing deadlines for the supplying of assets to external parties and coordinating delivery of such assets from any third party suppliers.
- Liaise with venues directly as required in all matters relating to the sales and marketing of each production.
- Creating and planning new ideas for marketing productions.

Personal specification (essential)

- A minimum of 1 year working within the marketing department of a marketing agency, venue or production office.
- Experience and confidence in negotiating deals with third parties.
- Experience in managing budgets.
- Highly organised, efficient and collaborative approach to working as part of a team.
- Computer literacy including knowledge of Word, Excel and Outlook is essential.
- Strong ability to problem solve and work under pressure.
- A high degree of attention to detail.
- A flexible approach to working hours.
- A proven interest and commitment to working in theatre.
- Excellent communication and computing skills.

Personal specification (desirable)

- Experience in using Facebook for Business, Google Display Network and Google Analytics.
- Experience of basic image and video editing.
- Experience in using Adobe Photoshop/InDesign or similar.
- An understanding of ticketing strategies and agencies.

Contractual information:

- Initially a six-month fixed term contract which maybe extendable thereafter on a rolling basis, subject to an initial three-month probationary period.
- Salary range £25,000 - £35,000 depending on experience.
- Working hours of Monday to Friday, 10:00am to 6:00pm, but out of hours work will be expected as necessary.
- The job description included is not exhaustive and may be amended from time to time.
- 20 days' holiday during each holiday tear, pro-rata to the length of the engagement in addition to all Bank and Public Holidays.
- This position is required to work from the office full time.

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