

**TRON  
THEATRE**



**MARKETING &  
COMMUNICATIONS OFFICER  
RECRUITMENT PACK**



**AUGUST 2021**

# DEAR APPLICANT

Thank you very much for your interest in the position of Marketing & Communications Officer with the Tron Theatre.

This pack is designed to provide information about the Tron, the role and details of the recruitment process.

The Tron Theatre creates and promotes a culture of belonging within the organisation and the wider theatre sector, where differences are respected and valued, dignity, equality, inclusion and diversity are promoted, and everyone is encouraged and supported to maximise their true potential.



We want to be a relevant and more representative organisation. We welcome applications from all sections of the community and from across the UK, and particularly from applicants who are from groups currently underrepresented in our workforce. This includes candidates from Black, Asian and other ethnically diverse backgrounds, or who identify as D/deaf or disabled.

## THE APPLICATION PROCESS

If you are keen to apply for the post, please email Lindsay Mitchell, Head of Marketing & Communications, at the contact address below with the following:

- An up-to-date CV (2 A4 pages max.) titled **'Your Name CV'**
- A cover letter (2 A4 pages max.) titled **'Your Name Cover Letter'** detailing:
  - Your professional background, skills and experience, with reference to the essential and desirable criteria in the job description below.
  - Why you are interested in joining the Tron Theatre team and what you feel you could bring to the role.
  - Anything else you'd like us to know that will support your application.
- An equalities and diversity monitoring form - please complete via this [link](#)

Please send your application by email to: [lindsay.mitchell@tron.co.uk](mailto:lindsay.mitchell@tron.co.uk) with the subject line **'Marketing & Communications Officer Applicant – Your Name'**.

The deadline for applications is **Friday 20 August at 12pm**. We'll let you know when we've received it. We won't be able to consider any applications that arrive after this deadline.

# THE COMPANY

Located in Glasgow's Merchant City, the Tron Theatre consists of a 230-seat auditorium, a 62-capacity studio, dressing rooms, a 'get-in' area, a theatre bar, a box office and office accommodation for administration and production staff. The Tron is a producing and receiving theatre.

As well as producing several Tron Theatre Company productions each year, including the annual, much-loved panto, the venue delivers a busy programme of visiting work including drama, music, comedy, festivals and children's events.



# THE MARKETING DEPARTMENT

The Marketing & Communications Officer is a key role within a small but extremely busy department that delivers strategic marketing and communication campaigns for all building activity including Tron Theatre Company productions, Tron Creative development opportunities, TronLabs and the BUILD programme of workshops and Tron Participation workshops, classes and events, fundraising initiatives and the visiting company programme.

# THE ROLE

The Marketing & Communications Officer will work with the Head of Marketing and Communications and across the wider Tron team to find innovative ways to promote all areas of the Tron's work through on and offline marketing, customer relationship management and public relations and media, driving audience development, engagement and revenue and enhancing the Tron's reputation as a leading venue nationally, and within the wider UK and international theatre sectors.

This will include being responsible for the development, creation and delivery of day-to-day, targeted and compelling digital content across the Tron's social media platforms that will inspire and engage existing audiences as well as build new audiences.

The successful candidate will have an excellent understanding of tactical marketing, including the use of digital and new media. Good tech and IT knowledge and proven experience reporting on campaign delivery are key skills for this role. The right person will have the ability to write and source engaging copy for marketing material and be able to manage a range of marketing campaigns in a collaborative and inclusive way. We're looking for someone who is able to bring enthusiasm, imagination, creativity and initiative to their work.



# PERSON SPECIFICATION

**You'll be a creative, energetic and motivated individual, who has strong digital communications skills and a broad range of wider marketing and PR experience.**

**Our ideal candidate will be open, interested, practically-minded and able to work well across the organisation, understanding how their work contributes to the organisation's overall success.**

**You'll love working with digital media, have a strong grasp of analytics and will be keen to keep up with the latest digital trends.**

**In addition, you'll have a keen eye for detail whilst being able to dream up innovative and creative ideas to engage our audiences and you will be passionate about promoting equality, inclusivity and diversity across all our work.**



# KEY RESPONSIBILITIES & TASKS

- **To plan, coordinate and deliver individual press & marketing campaigns, in consultation with Head of Marketing & Communications for Tron Theatre Company productions and evolving programme strands, as well as other aspects of the Tron, to include Participation, Creative and Business Development; and to take the lead on marketing campaign planning and delivery specifically for the visiting company programme.**
- **To work with the Head of Marketing & Communications to define audience targets for direct mailing, e-marketing and digital campaigns and use the CRM system (Spektrix) for customer segmentation and targeting.**
- **To research content for, write and issue press releases, direct mail and e-flyers, in consultation with the Head of Marketing & Communications related to all aspects of the Tron's operation, ensuring consistency of brand and tone of voice.**
- **To ensure the Tron Theatre website content is kept up to date and to create, schedule and deliver new and engaging multi-media digital content in order to maintain Tron Theatre's presence on social media platforms and to develop and grow audiences.**
- **To work closely with the Head of Marketing and Communications in the creation, development and proof-reading of the Tron's season brochure, website and other print and digital content for productions and events where necessary.**

# KEY RESPONSIBILITIES & TASKS

- To use Google Analytics, Spektrix and other tools to monitor and analyse the impact of campaign activity and to provide regular reporting on website traffic, social media reach and engagement, email effectiveness and to take a data-informed approach to idea-generation and campaign planning and adjustment.
- To initiate (whenever possible), develop and maintain good working relationships with the local, national and specialist media, including keeping the press contact distribution lists up to date.
- To respond professionally and effectively to all media enquiries.
- To organise and co-ordinate campaign-related press activity, photo-calls and personal appearances, as required.
- To issue listings information on all Tron activity to the relevant media.
- To manage the issuing of invitations to events and opening nights and co-ordinate guest lists, in consultation with the Head of Marketing and Communications.
- To attend all Press Nights at the Tron to provide press & VIP desk cover; and where relevant, to attend other internal and external events out of normal office hours.
- To take the lead on any Marketing & Communications Department activity linked to projects being delivered by other Tron departments (e.g Tron Ambassadors).
- To attend theatre productions presented by Tron Theatre Company and visiting companies on a regular basis to maintain a good knowledge of the type of work being presented at the venue and to inform audience targeting and development activity.
- Any other duties as requested as requested by the Head of Marketing and Communications or a member of the Senior Management team.
- To deputise for the Head of Marketing and Communications in their absence.



# ESSENTIAL EXPERIENCE & SKILLS

- Demonstrable cultural marketing and communications experience, including promotion of performance events, participatory activities and fundraising campaigns.
- Demonstrable experience of creating and delivering effective tactical marketing campaigns, including developing and creating multi-media content for a range of social media platforms.
- Experience of working with CRM and ticketing/membership systems.
- Experience of analysing data (e.g. box office, website, social media metrics etc) and using it to inform marketing campaign planning.
- Strong IT skills with experience of using Microsoft Word, Outlook Excel etc.; website CMS and CRM database systems (e.g Spektrix) and with graphic packages (e.g. Canva), video and image editing software.
- Creative copywriting skills and the ability to create compelling narratives for a range of audiences.
- Good attention to detail and experience of proof-reading with a very strong grasp of grammar, spelling and punctuation.
- Highly organised and thorough approach to work with the ability to multi-task and prioritise workload.
- Ability to bring an imaginative and creative slant to projects.
- Ability to speak passionately about the arts, especially theatre.



# DESIRABLE KNOWLEDGE

- A thorough understanding of the Scottish arts scene.
- Strong awareness of the key players in the Scottish press.

# CONTRACT DETAILS

**Title:** Marketing & Communications Officer

**Reports to:** Head of Marketing & Communications

**Hours:** Full time, 40 hours per week

**Contract type:** Permanent

**Salary:** £24,500-£26,000 p.a.

**Location:** Glasgow city centre office-based, though the opportunity for a blended model of working from home/office days can be discussed at interview



# APPLICATION PROCESS TIMELINE

- **Recruitment call announced early August**
- **Pre-application questions accepted until Friday 14 August**  
If you have any questions which would help you in deciding whether to apply or in preparing an application, please don't hesitate to email: [lindsay.mitchell@tron.co.uk](mailto:lindsay.mitchell@tron.co.uk)
- **Application deadline: Friday 20 August at 12pm**
- **Interviews with candidates: week commencing 6th September**  
Candidates will be interviewed by a panel of 2 people - Tron Theatre's Executive Director & CEO and the Head of Marketing and Communications.
- **Candidate selection by mid-September with feedback for unsuccessful candidates through the remainder of September.**

# FOR MORE INFORMATION ABOUT TRON THEATRE

Visit our website: [www.tron.co.uk](http://www.tron.co.uk)



The Tron Theatre is a Scottish Registered Charity No: SC012081  
Funded by Creative Scotland & Glasgow City Council