Marketing Manager

REPORTS TO	DIRECT REPORTS	EMPLOYMENT STATUS	LOCATION
Executive Director & Co-CEO (Business Lead)	Marketing & Development Assistant (shared)	Full-time	La Boite Theatre

Position purpose

The Marketing Manager leads marketing, audience development, communications, ticketing and patron experience. The role owns ticketing strategy, systems, pricing, sales performance and reporting, and is accountable for growing audiences and ticket revenue.

Key accountabilities

1. Audience growth, ticketing and revenue

- Own ticketing strategy, pricing, packages, promotions, system requirements and sales initiatives.
- Set audience and sales targets and monitor ticket revenue, booking patterns and campaign performance.
- Maintain regular ticket sales, yield, audience and marketing reporting for organisational decision-making.
- Use audience data to guide segmentation, targeting, offers and audience development.
- Direct ticketing administration and patron-service standards across the Marketing & Development Assistant and Administration Assistant.

2. Marketing and campaigns

- Develop annual marketing plans and integrated campaigns for seasons, productions and organisational activity.
- Translate artistic intent into clear audience-facing positioning with the Artistic Director.
- Lead content, digital marketing, advertising, media planning and owned channels.
- Manage suppliers, budgets, timelines and campaign evaluation.
- Maintain consistent, high-quality application of La Boite's brand.

3. Communications and profile

- Lead La Boite's external communications, publicity, announcements and proactive storytelling.
- Manage organisational voice across website, email, social media and other channels.
- Support spokespeople with key messages and media opportunities.
- Build La Boite's local and national profile while protecting its reputation.
- Coordinate communications during sensitive matters with the Co-CEOs.

4. Patron experience and team leadership

- Set patron journey, service and accessibility standards from discovery and purchase through attendance and follow-up.
- Ensure ticketing and patron enquiries are handled accurately and professionally across phone, email, online and in-person channels.
- Use feedback, sales data and frontline insight to improve the customer experience.
- Lead and prioritise the Marketing & Development Assistant's marketing workload with the Development Manager.
- Manage marketing budgets, contractors and cross-functional delivery.

Selection criteria

- 5+ years' marketing experience in arts, entertainment, events, tourism or another ticketed consumer environment.
- Demonstrated ability to grow audiences and revenue through effective campaigns and ticketing strategy.
- Experience owning ticketing, CRM or customer database systems, sales reporting and audience analysis.
- Strong brand, communications, digital and customer-experience capability.
- Commercial judgement, budget management and effective leadership of staff, suppliers and competing priorities.

Measures of success

- Audiences, attendance and ticket revenue grow against agreed targets.
- Ticketing systems, pricing, reporting and patron services operate accurately and effectively.
- Campaigns build demand and diversify La Boite's audience base.
- La Boite maintains a distinctive, visible and trusted public profile.
- Marketing investment, staff and suppliers are managed effectively.