



OVO Sales and Marketing Manager | April 2022

About OVO

We are a theatre production company based in St Albans, just north of London in south east England. We create bold, imaginative and surprising new versions of classic plays and stories.

We have staged nearly 100 productions since we were founded in 2003. We are particularly well known for our Shakespeare productions, but we have also tackled Thomas Middleton, Christopher Marlowe, Anton Chekhov, Henrik Ibsen and J.M.Barrie, alongside modern classics by Harold Pinter, Arthur Miller, Terence Rattigan, Caryl Churchill and Lucy Kirkwood. Live music is an important element of our style, and we often cast actor musicians in our productions.

We run The Maltings Theatre, a 100 seat black box studio space, in St Albans city centre, presenting two major seasons of new theatre productions in the Spring and Autumn each year, alongside a regular lineup of live music events and a programme of weekly drama and music classes for children.

Each summer we decamp to the 2,000 year old Roman Theatre of St Albans for the annual Roman Theatre Open Air Festival. Mounted in a unique amphitheatre in Roman Verulamium, in what is believed to be the UK's oldest operational performance venue, the annual festival has grown to become one of the country's most admired outdoor theatre events, attracting a combined audience of over 10,000 last year.

Over the years, we have received numerous awards and critical acclaim. Our production of *As You Like It* won the 2016 Minack Trophy and was named as one of *The Guardian's* best shows of 2019. In 2021 our Artistic Director Adam Nichols was named in *The Stage 100*, the definitive guide to the most influential figures working in the UK theatre and performing arts industry today.

The role

Title:	Sales and Marketing Manager
Remuneration:	c.£28,000 pro rata, based on 2 days per week
Duration:	Initial fixed term contract for six months
Start date:	ASAP

We are aiming to develop this new role to become a permanent full time position later this year. This is dependent on ongoing funding applications and ticket sales over the next few months. The temporary postholder will have the opportunity to help to secure the long term future of the role.

Main purpose of the role

The Sales and Marketing Manager is responsible for the effective marketing of OVO's theatre productions in order that ticket and ancillary sales targets are met.

Key relationships

The Sales and Marketing Manager reports to the Operations Director and works closely with the Artistic Director and Publicist.

Key responsibilities

- Create an audience engagement and development plan.
- Develop and implement marketing initiatives and strategies.
- Be responsible for brand promotion and consistency and advocating this for the organisation and visiting companies, ensuring all OVO's work is credited appropriately in all relevant marketing and communication materials.
- Manage day to day promotional activity including, but not limited to, advertising, graphic design, print, distribution, sponsorship, newsletters, email, website and social media.
- Work with content creators to maximise the engagement with and impact of promotional materials in line with quality standards set by the Artistic Director.
- Work with OVO's Publicist to implement a complimentary press and PR action plan.
- Manage the box office.
- Work with the Operations Director to set Box Office capacity and financial targets.
- Develop the Spektrix box office system to enhance its effectiveness in achieving sales and producing data that informs our understanding of our audience and assisting our development objectives.
- Be responsible for the marketing budget, ensuring spend is accurately accounted for and managed within agreed budgets.
- Ensure that all marketing activity carried out is designed to maximise return on investment, achieve audience development plans and deliver sales targets.
- Plan, monitor and report on the effectiveness of marketing activity and campaigns and how they deliver against our objectives.

Essential criteria

- An interest in OVO's work.
- Track record of delivering tangible sales outcomes.
- Extensive experience of developing and implementing marketing initiatives and strategies.
- Track record of managing marketing budgets.
- An ability to report on marketing return on investment and effectiveness.
- Experience of collaboration and effective team working with internal and external stakeholders.
- Track record of managing strategic projects.
- Ability to be open, honest, challenging, creative, tenacious and highly self motivated.

Desirable criteria

- A good knowledge of the St Albans area, its media and cultural sector.
- Experience of working in the theatre industry.
- Experience of website management and development.
- Experience of working with the Spektrix box office system.
- Experience of working with the Wordpress website content management system.

Application process

Please submit your CV (no more than 2 pages) and covering letter (no more than 2 pages) explaining why you think you're the ideal candidate for this role to Martin@ovo.org.uk.

If you would like an informal conversation about the role please feel free to arrange a call time with Martin via email ahead of submitting an application.

Equal opportunities

OVO is an Equal Opportunities Employer and recognises the importance and the advantages of a diverse workplace. We welcome applications from people of all backgrounds, ethnicity and sexuality. At the moment, we are focusing on trying to improve the ethnic diversity of our workforce, and so we particularly welcome applications from candidates who will help us towards this objective.

Privacy notice

OVO will collect and maintain some personal information about you during the recruitment and selection process. The organisation is committed to ensuring data is only used for its intended purpose and held securely at all times.

More information about OVO

Please visit <https://ovo.org.uk/about-us/> to find out more about OVO, our work and our people.