

Marketing Manager

The Role:

The marketing manager for PBDS will be responsible for all elements of marketing for online and print requirements at PBDS. You will be an ambassador for PBDS and responsible for those that you help to manage. You will be responsible for the design and printing of all FOH material including programmes as well as social media posts and campaigns. Exploring new ideas to support how we are viewed publicly and to keep the website up to date. This would suit someone who has a keen eye for detail with a creative approach.

Responsible for:

You will be responsible for all marketing related matters at PBDS.

Hours:

The average amount of hours required for this voluntary role would be 40 hours per year.

Duties & Responsibilities:

- To work closely with other departments within the company in relation to all marketing and communication matters.
- Support the Directors in building and maintaining a strong brand presence in line with the mission and values of PBDS.
- Attend and watch PBDS performances and events, as required.
- Organise a show photographer.
- Ensure all data management and communications is compliant with GDPR and the UK Data Protection Act (2018).
- Act as a representative and advocate of PBDS.
- Ensure, along with others, that public areas are kept presentable and safe for the public and provide the best possible impression of the PBDS, ensuring information is up to date at all times.
- Provide the highest level of audience care and service at all times.
- To uphold and embody the PBDS policies, including but not limited to our Equality, Diversity and Inclusion policy, Dignity at Work policy and Health and Safety policy.
- Update the website as and when required.
- Find new ways to grow the PBDS database and audiences organically, and through paid activity.
- Oversee the production and installation of all Front of House displays and internal and external signage, liaising with the Artistic Director and Technical Director.
- Oversee the PBDS online presence including website, digital and e-marketing and social media.
- Design and print all programmes and other related material to support the show.