

Marketing Manager – Role Specification

Responsible to: Director
Responsible for: n/a
Hours: Approx 25-30 hours per week year-round. There will be some requirement to work some evenings and weekends.
Rate of pay: £XX per hour

Purpose of Job:

The Marketing Manager will work closely with the Director and Visitor Experience Manager to set the strategy for all marketing and communications activity for the Minack Theatre. This will include production and implementation of marketing plans for all areas of Minack activity and ensuring all materials reflect the agreed Minack brand and tone of voice.

Brand Management

1. Ensure the brand pillars and trademark logos of the Minack are represented and used appropriately across all marketing and communications.
2. Manage the onsite signage and external advertising (including online listings) in line with the marketing strategy.
3. Ensure branding across the business is up to date and consistent including administration usage (e.g. email footers, letterhead)

Digital

1. With the Director and Visitor Experience Manager, manage the Minack website, ensuring all content is up to date and easy to find.
2. Liaise with the Box Office Manager and Visitor Experience Manager to ensure all booking pathways work correctly and contain up to date information.
3. Continue to monitor and develop the website to ensure it meets all current guidelines and is as simple as possible for visitors to navigate.
4. Monitor reviews of the Minack across external websites including TripAdvisor and Google, responding as appropriate.
5. Regularly monitor website analytics and provide insight reports to the Director.
6. Create digital assets and documents as required during the year. This will include (but not limited to) the season brochure, digital programmes and accessibility guides.
7. With the Director, identify and cost new promotional opportunities.

Social Media

1. Manage the Minack social media channels, including Facebook and Instagram, ensuring posts are scheduled regularly, and channels are monitored daily by a designated member of staff.
2. Liaise with the team on site to collate regular videos and photos for use on social media across the range of Minack activities including performances, visits, gardens, education and stories from the wider Minack community and archives.
3. Set up and manage future social media activity as channels evolve.
4. Create campaigns for performances and events as required including collaborations.

5. Work with the Education team to ensure that Taking Part programme activities are represented and promoted across social channels.

Press & Media

1. Be the first line of enquiries for all press and media contacts arranging interviews and visits as appropriate.
2. Write and distribute press releases for activity as per marketing plans.
3. Liaise with local press and radio regarding promotion of upcoming productions and specific events/messaging.

Print

1. Manage the process of procuring any printed marketing materials including information about performances and information for visitors or audience members. This will include leaflets, guides, story books and other material.
2. Liaise with the Education Manager on any printed materials for the Education Programme, ensuring they fit within the Minack brand.

Asset Creation

1. Ensure all assets for promotional projects are created with the correct brand tone and messaging.
2. Create basic assets for use across social media and the website where appropriate.
3. Create or externally commission assets as required e.g. for Minack Production and Education projects, promotional videos, photography and the annual Minack trophy panel.

Emails and Box Office Communications

1. Work with the Box Office Manager and Visitor Experience Manager to ensure consistency in tone of voice in replies to the info@minack email enquiries.
2. Work with the Box Office Manager and Visitor Experience Manager to ensure the templates for pre-show and post-visit emails have the correct brand tone and that consistent messaging is maintained. Ensure the messaging across Crowd Engage, Spektrix and Dot Digital is consistent.

Performances

1. Plan and deliver all aspects of the marketing campaigns for Minack productions and co-productions.
2. Work with the Programming team and Box Office Manager to ensure marketing campaigns for visiting productions and gigs are scheduled, including ad-hoc additional promotion where appropriate and/or collaborations.

External Organisations

1. With the Director and Visitor Experience Manager, represent the Minack at CATA and Great Gardens of Cornwall meetings and provide Minack information to CATA and the Great Gardens of Cornwall as required.
2. Maintain the Minack's listings on external websites such as CATA, Cornwall Chamber of Commerce etc.
3. Liaise with the Box Office Manager on the sharing of data with audience research companies.
4. With the Director and Visitor Experience Manager consider entering local or national award programmes and compile the submissions for doing so.
5. Ensure the Minack is represented and has a presence across Cornwall at appropriate networking events and press/VIP nights (by an appropriate member of the team).

Newsletters and Surveys

1. Manage the process of surveying visitors and audience members, working with the Visitor Experience Manager to determine the questions and collating responses to the surveys into reports for the Director.
2. Create regular newsletters to our database of customers, including members, supporters and other targeted markets in line with the marketing plan.

Reporting and other roles

1. Use reporting within Spektrix, Dot Digital and across website analytics to provide insightful and meaningful data to the Director and Trustees as appropriate.
2. Collate survey responses and customer feedback to provide timely feedback to the Director and Visitor Experience Manager to support the business and the programme of events.
3. Work with the programming team to ensure communications and maintained on all promotional aspects of the season.
4. Once the Director has set the annual budget, submit the outline marketing plan and spend to the Director for discussion and review. Work with the Director to cost out new marketing proposals and value added.

In addition, as with all roles at the Minack, you may be asked to take on other reasonable duties by a member of the Senior Management Team, and you must be conversant with the Trust's Health & Safety Policy and Safeguarding Policy. This is a Department Manager level role so you will also be expected to attend regular Department Manager meetings.

Person Specification

Essential

1. At least three years marketing experience ideally within the cultural sector.
2. A demonstrable interest in theatre.
3. Experience of writing copy in an agreed tone of voice.
4. Experience in setting and managing marketing plans for a project.
5. Experience of managing and updating a website, ideally in the visitor economy.
6. Experience of managing an organisation's social media accounts.
7. Experience in handling press enquiries.
8. Experience in managing the design and production of printed material to include brochures and posters.
9. Experience of managing surveys and collating responses into manageable formats.
10. Demonstrable experience of working to tight deadlines.
11. Demonstrable experience of working in a high-pressured environment, ideally within the theatre or tourism industries.
12. Good general IT skills.

Desirable

1. Experience of creating multiple campaigns at any one time.
2. Experience of managing and delivering exhibition and interactive customer content.
3. Graphic design skills.

Applications

Please complete the application form and enclose a covering letter detailing your suitability for the role.

Applications to rebecca@minack.com.

Closing date 24th July 2026 5pm.