

Digital Marketing Officer

Reporting to:	Head of Marketing
Place of work:	Lowther Pavilion Theatre, Lytham St Annes, FY8 5QQ
Pension:	After the probation period, you will be auto enrolled into a workplace pension scheme operated by NEST pensions at the at the statutory level. More information is available from the Finance Manager.
Notice period:	The post will have a three-month probationary period. After the probationary period the post is subject to one month's notice on either side.
Holidays:	14 days excluding public holidays (28 pro rata)
Hours of work:	20 hours per week, worked flexibly to meet office and individual needs.
Salary:	£29,000 (pro rata)

Where does the role fit?

The part-time role operates across the arts & theatre, parklands, education and community supporting the marketing operations relating to the business activity of Lowther Gardens (Lytham) Management LTD [LGM] & Lowther Gardens Lytham Trust [LGT]. With an annual turnover of c. 1.6M to deliver 500+ performances, assisting with the delivery of digital marketing activity within a dynamic marketing environment shaped by factors such as new technology, shifting consuming preferences and economic changes.

What is the core purpose of the role?

You'll be assisting with the digital delivery of data-driven marketing strategies by supporting our Head of Marketing in creating, developing, implementing and maintaining accurate and efficient digital marketing systems, processing and reporting.

Your accountabilities

- Design, manage and ensure all digital screens internally and externally are kept current, well-presented and aligned with upcoming events and campaigns
- Create, curate and schedule compelling content (including video and live streams) across Lowther's social media channels to promote events, drive extended engagement, and strength brand Prescence (Facebook, Instagram, TikTok, Bluesky)
- Provide insights informed by research on the theatre's performance and identify new marketing opportunities and audience segments, including emerging social media platforms, community groups, and partner venues
- Lead on the planning, creation, and scheduling of email & SMS marketing campaigns using DotDigital, including pre-show emails, e-shots and monthly newsletters
- Support the delivery of Lowther's email marketing strategy through content planning, automation flows, A/B split testing, and conversion tracking to optimise audience engagement
- Support with the management of Lowther's Google AdWords Chairty Account
- Manage the administration of the shared marketing drive to ensure easy access and version control of all marketing assets
- Be a self-starter, work creatively as part of a team, and build strong cross-departmental collaboration on joint tasks and initiatives

Knowledge, Skills, Experience, Qualifications

- Knowledge about current digital marketing best practices and trends;
- Proven experience in both website management (WordPress or similar) and email marketing (DotDigital or similar platforms);
- Experience with A/B testing and campaign analysis;
- Good understanding of digital marketing channels and how to use them to target relevant audiences;
- Excellent organizational skills with the ability to manage multiple deadlines and priorities;

- Strong interpersonal skills and the ability to build positive relationships across teams and levels and take a solution focused approach;
- Awareness of GDPR and best practice in digital data compliance;
- Ability to analyse data and trends for evaluating campaign effectiveness and inform future strategy;
- Proficiency in MS Office, Adobe Creative Cloud (or similar), video editing, with photography and videography
- Experience of working in a venue or production environment and understanding of the business operations and industry parlance of entertainment venues, theatre, and the arts funding bodies;
- Ability to work independently as well as being an effective team member and promote teamwork between departments on shared activities and responsibilities
- Demonstrates a passion for culture, and aptitude to learn and a capacity for teamwork and collaboration;
- Hold recognisable marketing qualification, or equivalent.

You may be required to undertake such duties appropriate to the salary grade and content of the work may reasonably be required, as well as be asked to work flexible hours to support the operation of the business. You may also be required to work on events in the Lowther Gardens, or in any location within the Fylde area.