

Yeovil Town Council



JOB SPECIFICATION

Marketing Officer (Westlands Entertainment Venue)

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<ul style="list-style-type: none"> • Educated to A-Level standard • GCSE Pass in ICT 	<ul style="list-style-type: none"> • Relevant Degree in Marketing • Qualification in Graphic Design • Qualification in video content creation • Customer Care qualification
EXPERIENCE & KNOWLEDGE	<ul style="list-style-type: none"> • At least one year's experience in a marketing/sales environment • Strong knowledge of digital marketing • Website content creation using CMS and accessibility requirements • Social Media marketing • Creating and managing marketing campaigns • Experience in graphic design using Adobe Creative Cloud or similar • Experience in video content creation • Copy writing and proof reading • Proven administrative, organisational and time-management skills • Experience in using Microsoft Office including Word and Excel 	<ul style="list-style-type: none"> • Previous theatre/arts marketing experience • Knowledge of Spektrix ticketing system • Sponsorship and fundraising • Knowledge and/or experience of venue marketing • Experience of analysing data and using data to refine marketing and sales techniques • Understanding of and commitment to making theatre and the arts accessible to all • Knowledge of computerised ticketing systems and database management
PERSONAL ATTRIBUTES	<ul style="list-style-type: none"> • Excellent interpersonal skills to build close working relationships with colleagues and external contacts and suppliers • High degree of accuracy and attention to detail • A supportive, flexible, reliable, committed and collaborative team member • A passion for and interest in arts and culture 	

	<ul style="list-style-type: none">• Personable and well presented• Self-motivator looking to continually improve the service offered to customers• Willing to work flexibly and help to get tasks completed• Stay calm under pressure	
OTHER REQUIREMENTS	<ul style="list-style-type: none">• UK Driving licence	

19 July 2024