

**THE  
FIRE  
STATION**



**Job Description  
Marketing & Sales  
Coordinator**

**Tenure  
Permanent**

**Salary  
£29,146**

# ABOUT US: THE FIRE STATION



## ABOUT US

The Fire Station is a new state-of-the-art entertainment and hospitality venue in the heart of Sunderland's rapidly developing cultural quarter. Our auditorium, designed for live music, theatre and dance, holds 550 seated or 800 standing. In addition to our main stage, The Parade Ground, a 600-capacity outdoor performance space with an external integrated stage and outdoor bar has recently been completed and will play host to a series of festival-style, public-ticketed and private, corporate events this summer.

Whilst live entertainment takes centre stage at The Fire Station, hospitality is at the heart of all that we do. The Fire Station Foyer Bar provides pre and post-performance hospitality to gig goers by night, whilst hosting our corporate and conference clients by day. In our adjoining building, sitting inside the lovingly restored Old Fire Station, The Engine Room is the perfect place to enjoy a meal before visiting the theatre, mark a special occasion or simply meet with friends for a fun night in the city. Elsewhere, The Dun Cow, our wonderfully ornate, grade 2 listed 'Edwardian Gin Palace' is The Fire Station's next-door neighbour and is a perfect example of everything that a traditional British public house should be.







## THE MARKETING & SALES COORDINATOR ROLE

Reporting into our Sales and Marketing Director, the main focus of your role will involve supporting the launch of brand-new shows and driving ticket sales for an exciting, wide range and high volume of music, theatre, dance and comedy performances at Sunderland's state-of-the-art live music and entertainment venue, The Fire Station.

The successful applicant will need to be a team player and excellent communicator with a flexible approach and proven record of delivering marketing and sales activity in a fast-paced environment - ideally at a performance venue.

This exciting role will also see you delivering marketing strategies for our food and beverage businesses, The Engine Room and The Dun Cow.

We're looking for someone with a great mind for marketing and the ability to work to tight deadlines. You'll be comfortable overseeing marketing projects independently and will bring innovative ideas to our growing team.

You will join a passionate and dynamic team who are committed to bringing the best performances and hospitality to the people of Sunderland, the North East and beyond.

If that sounds like you, we'd love to hear from you.

**Job Title:**

Marketing & Sales Coordinator

**Reports to:**

Sales & Marketing Director

**Salary:**

£29,146

**Working Hours:**

Full Time 37.5 hours per week

**Terms:**

Permanent

**Location:**

Based at The Fire Station – hybrid working available (up to 40% of your week available to work from home)



# MAIN RESPONSIBILITIES

## Ticket Sales and Income Generation

- Work closely with Venue Director and Sales & Marketing Director to maximise sales for ticketed events at The Fire Station
- Plan and deliver digital and print marketing activity to target audience groups, driving sales for The Fire Station, The Engine Room and The Dun Cow
- Work closely with our CRM Manager to ensure content is up-to-date and accurate across The Fire Station website and Spektrix (our CRM and ticket office system)
- Collaborate with our Commercial & Operations Manager to maximise opportunities for additional customer spend to help achieve income targets. This includes special offers and promotions, merchandise sales and cross promotion of our food and drink offer
- Work with our CRM Manager to respond to sales patterns and customer booking habits, sharing insights with wider team and contribute to the implementation of our loyalty scheme

## Strategy

- Work with our Sales & Marketing Director and CRM & Ticket Office Manager in the implementation and integration of new APIs for Spektrix (Crowd Engage and Activity Stream) to drive sales and grow additional revenue



- Work with Sales & Marketing Director on further brand development and tone of voice
- Contribute to a refreshed Audience Development Plan for The Fire Station

## Marketing and Sales Campaigns

- Work with Sales & Marketing Director to plan, deliver, monitor and evaluate marketing and sales campaigns across a range of media and online platforms including print and digital advertising, social media and direct marketing
- When required brief and manage external agencies including creative, digital and media planning agencies to deliver campaign activity
- Liaise with third-party promoters, PR consultants, artists, agents and visiting companies to coordinate marketing campaign activity and maximise sales
- Organise design, print and distribution of marketing collateral in conjunction with external designers and the marketing team
- Deliver campaign activity reports and updates including campaign impact on engagement, visitor/audience figures and ticket sales both on and offline
- Work with our Sales & Marketing Director and CRM Manager to plan and promote incentives which develop loyalty and repeat attendance
- Manage and monitor agreed budgets and expenditure for marketing







## Digital Marketing

- Plan, deliver and monitor timely, creative and innovative digital campaigns for social media platforms, website, and e-newsletters
- Manage all aspects of paid digital marketing activity including social media and PPC
- Ensure all digital campaign activity is closely monitored using appropriate analytics
- Work with colleagues across Pub Culture to increase digital reach and engagement with a range of audiences and to embed digital approaches
- Manage The Fire Station's website via our SaaS platform (Peppered) including content uploads and editorial updates, maximising SEO and liaising with website developers and designers to ensure the site is working efficiently, securely and is up-to-date
- Create or commission campaign materials including video, imagery and other rich media
- Support the planning, production and distribution of live social media broadcasts and keep abreast of the latest digital marketing trends and use these within Pub Culture's marketing and sales plans

## Communications and Publicity

- Prepare copy for a range of digital and print publications and listings sites
- Assist attending press events, cultivation events and other PR events where required

- Assist in all forms of digital publicity for The Fire Station, The Engine Room and The Dun Cow when required

## Other

- Consistently use and maintain our marketing archive and image folders
- Attend regular staff and team meetings as required
- Represent The Fire Station and Pub Culture at appropriate external marketing meetings
- Operate within an agreed budget for our marketing and communications activities
- Ensure all activity is inclusive, accessible and is delivered in-line with Pub Culture's Safeguarding, Equality & Diversity and Health & Safety policies

## Reports to

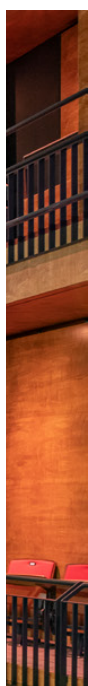
- Sales & Marketing Director

## Working in Collaboration With

- CRM & Ticket Office Manager
- Commercial & Operations Manager
- Customer Service Team (Ticket Office and Front of House)
- Wider Pub Culture colleagues across venues

## Special Circumstances

- The role holder is required to have a flexible approach to work. Occasional evening and weekend working will be required



# PERSON SPECIFICATION

KEY COMPETENCIES	ESSENTIAL	DESIRABLE	ASSESSED BY
Qualifications and Professional Membership	GCSE English & Maths		Application
Knowledge and Experience	<p>A minimum of two years' experience within marketing</p> <p>Multi-channel digital marketing experience, particularly email marketing and social media</p> <p>Excellent verbal and written communication skills, as this role will involve creating content for our own marketing channels</p> <p>Must have an interest in live events and hospitality, building cultural audiences, and the positive impact of culture in helping to create a better society</p>	<p>A minimum of two years' experience working in a live events venue</p> <p>Digital advertising (Meta, Optisign) and print marketing experience is an advantage</p> <p>Experience using tools like Spektrix, Peppered, Photoshop and Canva</p> <p>Knowledge of Yes Plan, Crowd Engage, Activity Stream and advantage but not essential</p>	Application and interview
Personal Qualities	<p>An interest in and commitment to all performing arts genres</p> <p>An equal commitment to community and professional events</p> <p>Ability to work under pressure at a fast pace in demanding situations and with a high degree of autonomy</p> <p>Excellent written and oral communication skills</p> <p>Excellent planning and organisational skills</p> <p>Computer literate – experienced with Word, Excel &amp; Outlook</p> <p>Ability to adapt to and take the initiative in new environments as a member of a team</p> <p>A commitment to core principles of equality, diversity, and inclusion</p> <p>Calm and courteous with the ability to remain professional under pressure</p> <p>Commitment to finding imaginative solutions to problems</p> <p>Ability to manage workloads and multiple priorities</p>	Committed to raising the profile of business within the local community	Application and interview



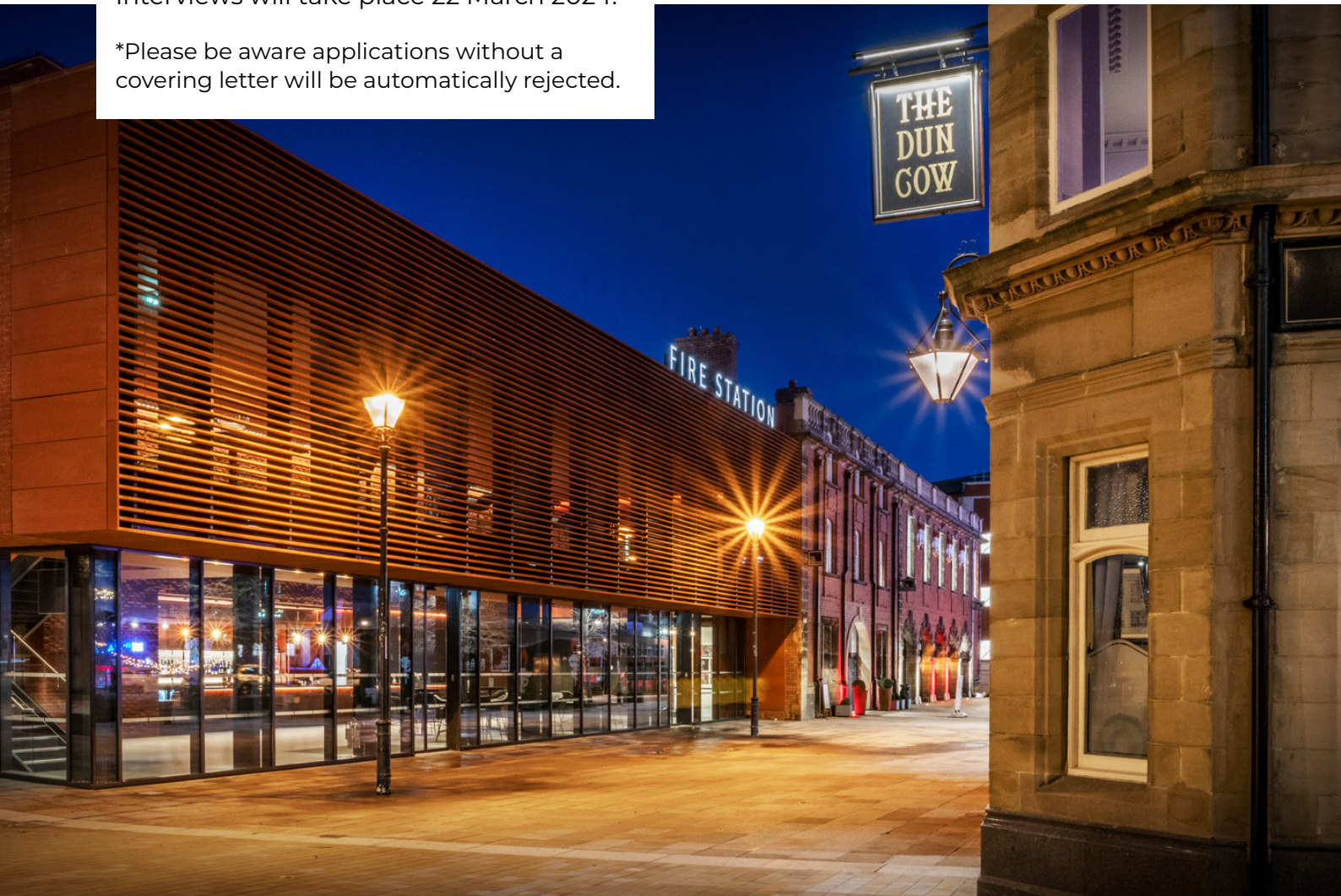
# HOW TO APPLY

Please read the job specification and criteria carefully. Please submit your application including a CV and Covering Letter\* via Indeed, by following the link [here](#).

Closing date: 10am Monday 18 March 2024.

Interviews will take place 22 March 2024.

\*Please be aware applications without a covering letter will be automatically rejected.



**PUB  
CULTURE**  
CREATIVE HOSPITALITY



**THE  
ENGINE  
ROOM**

**CHART  
HOUSE**  
BAR & RESTAURANT

