

# KOMEDIA

## **Job Specification: Sales & Marketing Manager**

**Location:** Komedia, 22-23 Westgate Street, Bath

**Position Type:** Full-time, office based

**Reports to:** Venue Manager

**Salary:** £30,000 – £34,000, depending on experience

**Closing Date for Applications:** Wednesday 26 February (interviews w/c Monday 3 March)

**Start Date:** April 2025

### **About Us:**

Located in the heart of Bath, Komedia is an award-winning live events venue with a strong community focus. We bring diverse, exciting performances to the city while supporting local culture and community engagement. We're seeking an experienced and highly motivated Sales & Marketing Manager to lead our marketing team, shape strategy, drive ticket sales, and enhance brand awareness.

### **The Role:**

This is a hands-on position where you'll have the opportunity to get involved in everything from strategy to execution. You'll work closely with a small but talented team, devise engaging content and lead campaigns across digital, print, email and social media channels to promote the hundreds of exciting events Komedia puts on every year.

You'll maximise a tight annual budget, liaise with press and media outlets and build relationships with other local organisations to effectively spread the word about Komedia's brand and events programme. You'll be on hand to help ensure the success of external promoters' events, while also maintaining a constant focus on essential in-house promotions, such as Krater Comedy Club and The Big Disco. You'll track sales, report results and use data insight as well as customer feedback to inform future marketing decisions.

On a day-to-day basis, you'll work in a relaxed and friendly environment, supported by like-minded events enthusiasts. You'll have the opportunity to be creative and get involved in a wide range of projects. Your contributions will help ensure that Komedia continues to thrive as an essential live events hub for Bath.

### **Key Responsibilities:**

#### **Team Leadership & Development**

- Manage the Sales & Marketing team (Marketing Assistant & Box Office Manager), providing support, training, and regular performance reviews.

- Organise onboarding for new team members.
- Set clear weekly tasks and goals for the team, aligning with larger marketing strategies.
- Collaborate with Student & Brand Ambassador on key student engagement strategies throughout the year.

### **Marketing Strategy & Budget Management**

- Devise and oversee the marketing budget, ensuring efficient allocation across channels and tracking spend.
- Develop and implement multi-channel marketing strategies (social media, digital, email, print) to drive ticket sales and increase brand visibility.
- Direct the strategy for Komedia's social media platforms, driving growth and engagement on key in-house brands across Facebook, Instagram, and TikTok.
- Collaborate with senior management to define wider venue growth targets, focusing on ticket sales, brand awareness, and customer engagement.

### **Event Promotion & Sales Monitoring**

- Coordinate marketing activity for the entire events programme, including social media campaigns, email newsletters, press listings, and local site placements.
- Prioritise efforts towards key in-house brands, such as Krater Comedy Club, The Big Disco and our series of Free Community Music Festivals
- Track ticket sales performance, identify underperforming events, and adjust marketing efforts accordingly.

### **Branding & Design**

- Ensure brand consistency across all marketing materials and platforms.
- Lead the creation of in-house collateral, including posters, flyers, and digital assets.
- Oversee production and distribution of quarterly events brochure

### **Website & SEO Management**

- Oversee website content updates via Wordpress backend and our integrated ticketing provider, Ticketsolve.
- Develop user experience and integration with marketing tools (e.g., Google Analytics, Meta Pixel).
- Implement SEO strategies to increase organic search visibility and drive traffic to the website.
- Use Google Analytics and other tools to track campaign performance and provide reports as required.
- Use data insights to inform future marketing strategies.

### **Customer Engagement & Box Office Collaboration**

- Work with the Box Office team to improve customer service, streamline the booking process, and drive upsell opportunities (e.g., pre-order drinks, vouchers etc).

- Manage Mailchimp email campaigns, ensuring compliance with GDPR and effective segmentation of mailing lists.
- Plan and execute seasonal promotions (e.g., Black Friday, January Sale) and other special offers to bolster ticket sales and encourage repeat bookings.
- Collect customer feedback using post-event surveys and encourage customers to leave positive feedback on review sites, such as Google Reviews.

### **Advertising, Media & Partnerships**

- Negotiate advertising deals with local publications and media outlets, maximising visibility through brand awareness campaigns.
- Develop and nurture strategic partnerships with local businesses and tourism organisations.
- Cultivate relationships with local press and radio outlets to ensure maximum exposure for Komedia.
- Manage press releases, pitch for editorial inclusions and oversee monthly press listings.

### **Promoter Liaison & Campaign Execution**

- Serve as the primary marketing contact for promoters, offering support with local advertising, press releases, and social media strategies.
- Plan, execute and recharge for bespoke paid social media, email and print distribution campaigns at the request of external promoters.

### **Other:**

- Stay updated on industry trends by attending conferences, training events, and networking opportunities.
- Contribute to funding applications and award nominations as and when required.
- Think about ideas for improving venue operations, customer service, and revenue generation on an ongoing basis.

### **Who We're Looking For:**

We're seeking a creative, highly organised, and results-driven Sales & Marketing Manager with:

- At least 2 years' experience in a comparable role.
- Strong leadership and team management skills.
- Expertise in digital marketing, social media strategy, and content creation.
- Solid experience with email marketing platforms (e.g., Mailchimp) and customer data management.
- Great creative skills and lots of experience using the Adobe Creative Suite (Photoshop, InDesign & Premier Pro)
- Knowledge of SEO strategies and tools (e.g., Google Analytics, Meta Pixel).
- Excellent communication skills and a collaborative mindset.
- A passion for live events and community engagement.

**How to Apply:**

Please send your CV and a cover letter outlining your experience and why you'd be a great fit for this role to **venuemanager@komediabath.co.uk**

**Our equal employment policy can be found here:** <https://komediabath.co.uk/wp-content/uploads/2024/01/Employment-Policy-2023-Komedia-Bath.pdf>