**JOB DESCRIPTION**

**SENIOR MARKETING MANAGER (MATERNITY COVER), HARRY POTTER AND THE CURSED CHILD**

**RESPONSIBLE TO:** GLOBAL MARKETING DIRECTOR, HARRY POTTER AND THE CURSED CHILD (Maternity cover)

**JOB PURPOSE:**

The UK SENIOR MARKETING MANAGER is responsible for coordination all marketing, social media, and press campaigns for the London production of ***Harry Potter and the Cursed Child***.

**POSITION OBJECTIVES:**

* To work alongside all partner agencies and help in the coordination and delivery of outstanding work across all elements of the press, social media and marketing for ***Harry Potter and the Cursed Child***, UK.
* To oversee and manage the external agencies, ensuring first-class delivery and collaboration towards the same goals.
* To understand and actively contribute to the financial and commercial goals of the UK production.
* To be fully immersed in the wider franchise from top to bottom and lead on the Cursed Child elements across the UK.
* To foster exceptional relationships across Cursed Child globally, all stakeholders, the franchise, and its partners.
* To work alongside the UK production team in delivering excellence in audience experience.
* To protect the brand, by ensuring excellence, innovation, and creativity across all elements of the public-facing campaign.
* To support the global team in assisting with other territories, specifically licensed productions such as Hamburg, Tokyo, and future European productions.

**DELIVERABLES:**

**To coordinate and support in the delivery of the press, social media and marketing strategy for Harry Potter and the Cursed Child UK**

* To lead and oversee marketing, press, social media and communications strategies for Harry Potter and the Cursed Child, UK.
* Coordinate the external agencies, including marketing, social media, and press teams, ensuring all are working in tandem to achieve the same goals of the campaigns.
* Together with the Global Marketing Director and external marketing agency, create and implement marketing campaigns for each calendar year, defining clear goals, KPIs and strategies. Ensure that the positioning and messaging of the campaign is always in keeping with the overall tone of the production across all platforms. Brief and manage all artwork, ensuring delivery of creative collateral within agreed budgets and time scales.
* With the Global Marketing Director coordinate and manage the external press agency, communicating their strategy in tandem with the marketing campaign, overseeing and approving all press materials including media releases, media alerts and briefing documents.
* Manage the external social media agency, ensuring the content calendar, organic and paid digital strategy is in line with the overall goals of the marketing campaign. Manage and approve all posts and content for the UK channels, working with the social media agency to ensure all content meets the standards of the production. Liaise with the production team on scheduling all content capture, to oversee filming as needed.
* Oversee the preparing of programmes, merchandise brochures and billing boards for Harry Potter and the Cursed Child, ensuring that all contractual obligations are fulfilled in tandem with the production team, that all material is approved by various partners, that all material is fully proofed.

**To be fully immersed in the wider franchise from top to bottom and lead on Cursed Child elements across the UK.**

* Together with the Global Marketing Director, collaborate on UK-wide franchise partnerships, working closely with franchise partners to seek out cross-promotional opportunities for the production, garnering additional exposure to the wider fan-base.
* Together with the Global Marketing Director oversee UK-based marketing opportunities for Cursed Child product, including but not limited to: Cursed Child official merchandise, The Music of Harry Potter and the Cursed Child, and The Journey: Behind-the-Scenes of the Award-Winning Stage Production.

**To foster exceptional relationships across Cursed Child globally, all stakeholders, the franchise, and its partners.**

* Oversee territory specific non-franchise related partnerships and promotions, including fan events, tie-ins with local organizations, and national partners. Together with the UK TICKET MANAGER, oversee ticketing related partnerships and promotions, including Today Tix and other ticketing channels, and industry-wide promotions.
* Engage in frequent and open collaboration with the marketing teams in other territories, sharing campaign plans, content ideas and strategies in order to achieve the worldwide goals of the production.
* Oversee all marketing photo shoots, photo calls and filming, liaising with the theatre staff, production staff and creative team to coordinate, schedule and manage on-site. Coordinate with Company Management for any associated building costs in relation to marketing activity happening in the theatre.
* Regularly update the global activity calendar, ensuring smooth integration of marketing campaigns worldwide

**To work alongside the UK production team in delivering excellence in audience experience.**

* Serve as direct marketing contact for the ***Harry Potter and the Cursed Child*** company for any marketing/press/social media specific requests. Brief new incoming company members on overarching marketing, press, and social media best practices.
* Manage and process the artwork and concepts for the production’s programme/brochure to ensure deadlines are met.
* Set up and marketing of access performances, including (but not limited to) captioned, audio described, BSL and autism friendly.
* Together with the UK TICKETING MANAGER, work directly with Theatre Management on all aspects of customer service.

**To understand and actively contribute to the financial and commercial goals of the UK production.**

* Monitor all marketing expenditure and oversee marketing budget, ensuring that all expenditure is accurately processed and recorded.
* Strong and close collaboration with UK TICKETING MANAGER, ensuring that all ticketing objectives support the marketing campaigns and goals of a long production.
* Coordinate with Company Management for any associated building costs in relation to marketing activity happening in the theatre.
* Together with the UK TICKETING MANAGER, liaise with venue box office teams and ticketing partners regarding on sales, and if applicable, on box office set up.
* Review all sales reports within the context of the marketplace and current and emerging sales trends to maximise box office revenues. Liaise with marketing, press and social teams on current box office trends and strategies.
* Build and maintain excellent long- term working relationships with ticket agents, and together with UK TICKETING MANAGER execute Ticket Agent sales strategies.

**SUPPORTING GLOBAL TEAM ON LICENSED PRODUCTIONS**

* Attend regular calls with the licensed productions (usually fortnightly) and offer support, guidance and make recommendations based on successful campaigns learned from other markets.
* Be a source for ideas-sharing and updating on successful case studies.
* Be the conduit to update the producers on how these territories are performing, raising any red flags in a timely way.
* Be the representative for the licensed productions in any Franchise related calls, such as the fortnightly call with TBP, with WWD, or with WBD.
* Keep Tealeaves updated for their key dates and information and flag any Franchise clashes to them.
* Oversee any artwork and creative approvals from the licensed productions and ensure they adhere to the global brand guidelines.
* Oversee and approve social media requests from these territories on behalf of HPCC.
* Manage any cross-territory social beats that link up all HPCC productions, working with our global social agency.

**GENERAL**

* Contribute to the creation of robust processes to streamline the efficiencies of the marketing department.
* Contribute to and assist with the organisation of and be present at marketing and events activities, including Charity Galas, Q&As, photoshoots, photo-calls, and filming.
* Be present at performances, events and meetings as required.
* Any other duties as required by General Management, the Commercial management team, the Global Marketing Director, and the Producers/Steering Committee
* Complete all duties in a timely manner.
* Work as part of a team, covering other team members during illness and holiday.
* Evening and weekend work as required or requested.
* To be present at SFP performances, events and meetings as required.
* Assist with the smooth running of critic’s performances and opening nights as well as any other media performances.

**ESSENTIAL QUALITIES / SKILLS / EXPERIENCE:**

* Excellent organisational and project management skills.
* Thorough understanding of marketing campaigns, digital marketing environments, social media trends and press strategies.
* Strong numeracy and confidence interpreting sales reports and managing budgets.
* A thorough understanding and knowledge of the Harry Potter franchise and partners.
* An understanding and experience working in the West End theatre market.
* First-rate copywriting and proofing skills.
* Confident professional communication manner.
* Discretion regarding sensitive information.
* Excellent attention to detail and time management skills.
* Ability to anticipate situations and plan for eventualities.
* Able to actively seek solutions to problems.
* Manage multiple high-level relationships and stakeholders.