



The Marketing Officer is responsible for the achievement of The Embassy Theatre's marketing targets and objectives, with particular reference to driving ticket sales through effective campaign delivery and management.

We are looking for a highly motivated individual who will thrive on the challenge of marketing a full and varied programme and demonstrate ability to shape campaigns, audience communication and engagement that will help The Embassy to continue to grow.

The successful candidate will have energy, enthusiasm, creativity and impeccable attention to detail.

They will be committed to bringing high quality Theatrical Entertainment to the widest audiences.

The Embassy Theatre is a 1200 seat Live Professional Entertainment venue on the East Coast of Lincolnshire set prominently on Grand Parade in the Seaside Destination Resort of Skegness.

The programme is varied; year-round and the venue accessible and flexible receiving West-End touring productions with casts of 50+ through to stand-up comics.

Although primarily a receiving house the Embassy Theatre produces its own professional Pantomime and Technical co-production on-behalf of community theatre groups.

In addition to the Main House activity the Embassy Theatre Box Office provides a Tourist Information hub for the town bringing additional opportunity for tourism and marketing links.

The Embassy Theatre Academy has approximately 80 students who attend weekly stagecraft, musical theatre and dance classes within the Embassy Arts Room Studio. This space also hosts daily leisure and fitness classes from our neighboring colleagues at The Embassy Swimming Pool and Fitness Suite.

The Embassy Theatre is one of 5 venues operated by the **MAGNA VITAE Trust for Leisure and Culture** whose purpose as a Charitable Trust is to provide an extraordinary range of cultural, leisure and health related facilities and services that allow local people to lead a great life.

Although the only Arts venue our vision joins that of the Trust seamlessly – as health and wellbeing benefits are proven to be found in many variations of leisure time activity – participation and enjoyment of the Arts being just a couple; we want to enable more people to be physically and culturally active, more often.

For an informal discussion contact: Pollyanne Trapmore-Shaw | Pollyanne.trapmore-shaw@mvtlc.org

Closing date for applications: FRIDAY 29th SEPTEMBER, 12 NOON.

Interviews: Week Commencing 8th OCTOBER.

How to apply: Please email a completed MAGNA VITAE Job Application form, copy of your curriculum vitae, accompanied by a letter which sets out clearly your interest in this post, and, your view of your suitability for it, to: Pollyanne.trapmore-shaw@mvtlc.org