

Marketing Communication Officer



The Grand Theatre is launching a new membership scheme that adds more value for customers and grow revenue. This membership scheme may be expanded to other cultural venues in Swansea.

Job brief

We are looking for a Marketing Communications Officer to manage our online and offline communication with customer and increase membership awareness.

The role will involve coordinating the design of the Grand Theatre Membership scheme, promotional material and distributing in online and offline channels. You'll also be responsible for advertising our Grand Theatre Membership scheme on various media.

Ultimately, you will act with support as our brand's voice to impress our customers and attract new clients.

Responsibilities

- Promote our membership scheme products and services
- Coordinate the design of promotional material and distribute in online and offline channels
- Advertise our Grand Theatre Membership scheme on various media
- Produce marketing copy for our website
- Track ROI for the membership marketing campaign
- Join social media groups and professional platforms to discuss Grand Theatre Membership Scheme
- Monitor corporate website and social media pages and address clients' queries
- Network with industry experts and potential clients to Membership Scheme awareness
- Gather customer feedback to inform sales and business development

Requirements

- Excellent verbal and written communication skills
- Good presentation skills