



MARKETING MANAGER

£40,000 - £45,000 PER ANNUM

LONDON

WHAT WE CAN OFFER YOU:

- An exceptional role within a fast growing, fun, creative, progressive company with opportunities to grow & develop, as well as to potentially work internationally in the future
- Company pension
- 30% discounts across our venues for you + 5 others
- Annual leave allowance – 28 including bank holidays.
- Birthday day off work
- Online training courses available for free (WSET/ Health & Safety etc)
- Central London work place - Close to local Transport (Bus, Tube, Overground)

WHO WE ARE:

LABYRINTH is the newly formed immersive company from the Creative Directors of Les Enfants Terribles, **Oliver Lansley** and **James Seager**, and the internationally renowned producers **Hunter Arnold** and **Gavin Kalin**. Combining the creative experience of all four company directors, **LABYRINTH** will immerse and transport audiences through in-depth storytelling, beautifully realised environments and exciting possibilities via its theatre productions, restaurants and bars.

LABYRINTH will create, develop and produce a stable of imaginative shows with their launchpad permanent venue being **LABYRINTH Waterloo** underneath Waterloo Station, beginning with the opening of **THE ROSARIUM** restaurant in April and return of the hit immersive show **ALICE ADVENTURES UNDERGROUND** alongside the **UNDERLAND** bar. Much-loved titles will encapsulate the distinctive Les Enfants Terribles' style whilst pushing the immersive genre in totally fresh ground-breaking ways, focusing on engaging audiences deeper into stories than they have ever been before. Visitors will get lost in **LABYRINTH**, with its fantastical worlds, beautiful sets and vivid yet whimsical stories.

MAIN ROLE SCOPE AND PURPOSE:

Labyrinth

DINE. DRINK. DISCOVER.

To ensure the smooth and highly effective performance of the Marketing department through professional planning, compliance, management and administration of all marketing and promotional activities inline with budgets and company strategy

Leading on Labyrinth's development strategy to target and build a new audience as we work towards launching and running our first venue covering an immersive theatre show, bar and restaurant.

The Marketing Manager will be required to execute marketing programs and initiatives and manage relationships with external parties including press and advertising agencies to ensure all objectives of the marketing plan are completed in an efficient and timely manner. He/she will be responsible for creating and implementing on-the-ground marketing and promotional strategies in consultation with their direct reports.

To work alongside the creative and operational teams to lead and deliver an exciting and inventive marketing campaign that is reflective of our brand and venue.

To work with the team to set and meet/ exceed targets both for box office revenue and venue revenue.

MAIN DUTIES AND RESPONSIBILITIES :

- Manage daily execution of all projects including overall project management, communication with internal and external resources, quality control, content updates and feedback/approval procedure for advertising, website, digital, direct response, collateral, signage projects for Labyrinth including The Rosarium, Underland and Alice's Adventures Underground
- Proactively co-manage and report on all tracked media including:
 - Traditional media campaigns
 - direct response
 - email campaigns
- Develop successful partner/vendor relationships and manage timely communication and coordination for all initiatives
- Maintain, manage and keep team informed of all marketing project timelines to ensure timely release of materials to external resources
- Oversee the development and release of all creative materials / assets
- Maintain an organised tracking system for all marketing projects
- Management of all invoices and expense tracking/reporting
- Assist with research for marketing initiatives

WEB AND SOCIAL

- Work in partnership with Social and Content Manager, external agencies and Producers to develop overarching strategy for organic social content

Labyrinth

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- Overseeing the production of original video and photo content for TikTok, Instagram, Facebook and YouTube (managing external agencies or suppliers) in collaboration with the Producers
- Lead on Website development and maintenance
- Managing the updating and maintenance of website assets as required, including organising and managing content within CMS

FINANCIAL

- Budget Management - tracking spend and keeping track of marketing budget
- Working with Theatre Box office team and F&B general management team to maximise revenue opportunities
- Undertake monthly budget and performance reporting ensuring accurate and suitable budget monitoring at all times
- Work with the senior management team to promote and drive ancillary sales, packages, offers and deals to increase secondary spend

WHO YOU ARE:

- Team player capable of working in a way that reflects the company's core values and principles
- Ability to manage a high volume of work and prioritise tasks and projects according to what is most time-sensitive
- Acts as a team player, including taking on additional tasks to support colleagues and the company
- Previous experience in a venue, attraction or agency background with a proven track record in similar roles
- Excellent interpersonal skills and the ability to build strong relationships and partnerships with colleagues, key stakeholders and external partners
- A solid understanding of digital marketing and digital campaigns
- An eye for good design and some experience of working effectively with creative teams; from brief writing through to creative development and production
- Experience of budget setting and management
- Experience of creating and managing email campaigns
- Excellent IT skills and proficiency across all Microsoft programmes
- Strong time management skills - ability to work to tight deadlines and balance multiple priorities
- Excellent organisational and administrative skills. Excellent written and verbal communication skills with a meticulous attention to detail
- Knowledgeable and passionate about Marketing
- A creative and innovative leader with best-in-class experience in developing people and processes

HOW TO APPLY:

Labyrinth

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Please send your CV and a short Cover Letter to jobs@thisislabyrinth.com and our recruitment team will be in touch.

If you are interested in the role and would like an informal chat with a team member please do not hesitate to get in touch.

Applications close at noon on the April 10th 2023