

## Job Description

**Role:** Sales & Marketing Manager

**Department:** Sales & Insights

**Reports into:** Head of Sales & Insights

### About Us

At Dewynters we believe experience is everything. From those we share together at theatres and concerts, exhibitions or sports events, to those we enjoy at home or online, every experience matters. Established in 1872 and based in central London, we're a fully integrated advertising and marketing agency specialising in live events, entertainment and the arts. Key accounts include The Book of Mormon, The Lion King, Royal Shakespeare Company, Waitress, Dear Evan Hansen, ATP World Tour Tennis Finals and The Big Feastival.

Dewynters is driven by creativity, passion and innovation and always understands the importance of getting the very best results for our clients.

### About the Role

We exist in an ever complex, technology-driven world where a savvy consumer expects content, entertainment, convenience and engagement on their terms. With this comes a new, more dynamic client demand, which agencies need to meet head-on with smart tools, talent and processes to continue to deliver outstanding results.

The ability to collect, refine, interrogate, understand, visualise and communicate data has increasingly become the critical element for effective planning and evaluation of all media activity. Being quick to understand and react to data-driven insight is what will ultimately set agencies apart – merging the behavioural, transactional, social and attitudinal data surrounding today's brands to create actionable insight that will ultimately deliver real commercial advantage.

As a Sales & Marketing Manager, you will need to lead the sales discussion around our multi-faceted media strategy, leveraging our integrated systems and digital delivery teams. You'll identify and drive growth opportunities, help position us against the competition and influence the overall sales strategy for our clients. Working very closely with the Insights team and the Account Management team you'll constantly promote the use of data analytics from software, media and metrics to creative and brand, in order to build in-depth strategies for our clients' businesses.

### Job Duties

Your key responsibilities will be:

#### Audience work

- Development of new audiences both for direct sales and via sales partners
- Ensure Insights team receive reports/results on direct marketing and sales force response rates, data management, and any CRM insight
- Research data lists and develop marketing opportunities in new areas (for example, sports/music events)
- Support the Insights team in preparing audience insights by working with key sales partners to gain access to their customer/audience data knowledge

## Delivery

- Continual proactivity on campaigns, including assigned account - developing initiatives and ideas in collaboration with Account Management
- Campaign budget management including invoicing and billing

## Ticketing and Sales

- Coordinate and plan sales force marketing across Dewynters productions
- Overall management of sales force and direct marketing responsibility for assigned Accounts
- Devise and implement marketing strategies eg Advance sales, Mid-term sales, Late/in-week sales, Groups, Education, Tourism – domestic & inbound - both for overall campaign strategy and within individual sales channels
- Have excellent working relationships with sales partners, theatre owners and venue box offices
- Work closely with the Insights team to provide intelligence for direct marketing activity
- Be a systems and pricing expert, able to advise on ticketing and pricing strategy across a wide range of venues and productions for both theatre and non-theatre clients
- Working with the Insights team to devise pricing and recoupment plans, that are required for marketing campaigns, pitches and presentations
- Progress the Dewynters ticketing service and its offering, finding new business opportunities
- Maximise awareness for Dewynters productions with all sales partners for both online and offline marketing support
- To keep ahead of the latest ticketing technology and be able to report on developments
- To develop relationships with ticketing systems providers

## Strategy and Commercial Awareness

- Identifying new paid for and revenue generating research opportunities and put in place an accurate proposal for clients across the organization
- Feeding the Insights team new information about the competitive environment and consumer trends both on an industry and macro level

## Business Development

- Proactively identifying opportunities for growth and development across our portfolio of clients
- Attending key events and shows to represent Dewynters
- Providing a strategic input into new business pitches

## Skills / Qualifications

- Experience in live event ticketing and marketing including campaign planning, strategy and budgeting
- Knowledge of data fragmentation and audience profiles
- Creative and innovative with ability to produce results driven campaigns
- Excellent project management and organisational skills
- Confident, resourceful with excellent relationship management skills
- Flexible working attitude, with the ability to think on your feet and juggle conflicting priorities - a creative problem solver
- Outstanding interpersonal and communication skills (verbal and written), with excellent presentation skills

- Meticulous attention to detail, the ability to show initiative and enthusiasm
- A team player, with the ability to work under pressure in a busy and constantly changing environment, whilst delivering a highly professional service
- Extensive knowledge of theatre ticketing systems, ticketing companies and venues
- Proven sales strategy experience, including pricing and budgeting
- Excellent knowledge of ticket agents and the opportunities they present
- Excellent relationships with sales channels including agents, venues, box offices etc.
- Demonstrate Excel skills
- Ability to push for new opportunities
- New data research
- New audience development
- Marketing insights on an industry and macro level

### Interested?

If you think this job is for you please send your updated CV and covering letter stating your salary expectations and why you are the right person to: [recruitment@dewynters.com](mailto:recruitment@dewynters.com)

The closing date for applications is Friday 5 April 2019

### What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- 23 days holiday rising to 28 days holiday (includes the Christmas shut -down)
- Flexible working
- Private health Insurance
- Career development and training
- Enhanced Maternity and Paternity package
- Life Assurance
- Season Ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets