

Job Description

Role: Sales & Marketing Manager

Department: Sales & Insights

Reports into: Head of Sales & Insights

Responsible for Managing: N/A

About Us

We're Dewynters, the leading live entertainment marketing agency. Based in central London, we create groundbreaking campaigns that are seen across the world, spanning the fields of theatre, music, arena events, opera, sport, film, comedy and exhibitions.

Clients include the Royal Shakespeare Company, Nitto ATP World Tennis Finals, Les Misérables, Mamma Mia!, The Lion King, The Book of Mormon, Taste London Festival, Ubisoft and Marvel Universe Live!. We recently embarked on an international new business drive that has generated clients in France, Germany, Sweden, Asia and The Gulf.

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, interrogate, understand and communicate data has increasingly become the critical element for effective planning and evaluation of all activity. Being quick to understand and react to data-driven insights enables us to deliver real commercial advantage to our clients.

As a Sales & Marketing Manager, you will need to lead the sales discussion around our multi-faceted media strategy. You'll identify and drive growth opportunities, help position us against the competition and influence the overall sales strategy for our clients.

Your Responsibilities:

Ticketing and Sales

- Management and co-ordination of sales force and direct marketing for assigned accounts
- Devise and implement marketing strategies e.g. advance sales, mid-term sales, late/in-week sales, groups, education, tourism (domestic & inbound) – both for overall campaign strategy and within individual sales channels
- Maximise awareness for Dewynters productions with sales partners via both online and offline marketing support
- Have excellent working relationships with sales partners, theatre owners and venue box offices
- Work closely with the Insights team to provide overall marketing & sales intelligence on both an industry and macro level for campaign planning

- Work with the Insights team to devise pricing and recoupment plans that are required for marketing campaigns, pitches and presentations
- 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
- Progress the Dewynters ticketing service and its offerings, finding new business opportunities
- Keep ahead of the latest ticketing technology and be able to report on developments

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, and any CRM insight
- Research data lists and develop marketing opportunities in new areas (for example, sports/music events)
- Work in collaboration with the Insights team to continue to build knowledge of audiences/customers via sales partners

Delivery

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

Strategy and Commercial Awareness

- 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
- Creative and innovative with ability to produce results-driven campaigns
- Excellent project management and organisational skills with meticulous attention to detail
- Confident and 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
- 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 ticketing companies, theatre ticketing systems, venues 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

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

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 opportunities
- Enhanced maternity and paternity package
- Life assurance
- Season ticket loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets