

SCOTTISH BALLET

Job Description

Job Title	Marketing and Campaigns Manager
Location	Glasgow (hybrid working - 60% at SB HQ; attendance at performances, events and meetings, as required)
Team	Brand, Audience & Digital Team
Key Relationships	
Reports to:	Director of Brand, Audience & Digital
Direct Reports:	Marketing Officer
Key relationships:	<p><u>Internal:</u> Works as an integral member of the Brand, Audience & Digital team, with close alignment to the Advancement team to ensure coherence between marketing, membership and fundraising activity.</p> <p><u>External:</u> Builds and maintains strategic relationships with touring venues, media buying agencies, creative partners and other stakeholders to maximise campaign effectiveness and partnership value.</p>
Purpose	
The Marketing and Campaigns Manager leads Scottish Ballet's marketing strategy to grow and diversify audiences, drive ticket sales and engagement across live performance, touring, and screen activity.	

Key Responsibilities:

- Devise and implement integrated marketing campaigns to achieve box office targets, grow audiences and drive membership conversion
- Build effective venue partnerships and oversee co-promotional activity to maximise audience development and sales outcomes across touring contexts
- Provide strategic direction for campaign messaging and creative execution, ensuring brand consistency and integration between marketing, creative and CRM functions
- Champion a collaborative, high-performing culture within the Brand, Audience & Digital team, providing clear direction and development support to direct report.

Functions

Marketing Strategy, Campaign Leadership and Performance

- Develop and deliver seasonal and annual marketing plans aligned with organisational strategy, touring priorities and the Membership Strategy.
- Lead the planning and delivery of integrated marketing campaigns across paid social media, digital, out of home and print.
- Define campaign objectives, target audiences, messaging frameworks and success measures.
- Deliver sales strategy for productions, tours, films and membership initiatives, including on-sale planning, pricing approaches and campaign phasing.
- Lead on marketing intelligence and insight functions, monitoring sales performance and audience behaviour throughout campaigns, providing insight, forecasting and risk analysis to the Director and Senior Leadership Group.
- Manage marketing investment and agency partnerships to maximise return on investment and ensure value for money
- Lead post-campaign evaluation and ensure learning is embedded into future planning and delivery.

Creative, CRM and Cross-Department Integration

- Provide strategic direction for campaigns in collaboration with the Brand Creative Lead, ensuring clarity of message, brand consistency and fitness for purpose.
- Define creative priorities and asset requirements, approving key campaign concepts and approaches.
- Work closely with the Manager, Digital & Membership to align marketing strategy with CRM segmentation, customer journeys and membership conversion activity.
- Ensure marketing objectives are reflected in digital content and user journeys, using audience insight and data to inform targeting and optimisation.
- Act as the senior point of coordination between Marketing, Creative, CRM and Press, resolving prioritisation issues and ensuring activity is well sequenced and deliverable.
- Supervision of year-round cross-departmental marketing and communications materials.

Media, Budget and Stakeholder Management

- Own relationships with the media buying agency, approving media strategies, budgets and targeting approaches.
- Monitor campaign performance, return on investment and value for money.
- Manage marketing budgets and contribute to financial planning and reporting as required.
- Build effective working relationships with touring venues and partners, agreeing marketing priorities and approaches at a strategic level.

Team Leadership and Ways of Working

- Line-manage the Marketing Officer, setting clear priorities, providing direction and supporting effective delivery.
- Ensure appropriate delegation of campaign coordination and design workflow tasks, maintaining a clear separation between strategic leadership and operational delivery.
- Promote disciplined, collaborative and sustainable ways of working across the marketing function and wider department.

Key Competencies & Experience

Essential

- **Sector knowledge** – significant experience in marketing within the arts, culture, entertainment or a comparable audience-focused sector, with a genuine affinity for the performing arts
- **Campaign leadership** – a proven track record of devising and leading integrated multi-channel campaigns that grow audiences, drive ticket sales and deliver measurable outcomes
- **Creative direction** – confident working with creative teams, leading briefing and approval processes with a clear point of view and strong aesthetic judgement
- **People leadership** – demonstrated ability to manage, develop and support direct reports, fostering a collaborative and high-performing team culture
- **Commercial acumen** – confident in managing marketing budgets, agency relationships, venue partnerships and sector relationships to maximise impact and value
- **Data literacy and insight** – strong analytical skills, with the ability to draw insight from sales, audience and campaign data to inform strategy, identify risk and present clear recommendations to senior stakeholders

Desirable

- **Data-driven campaign planning** – experience using audience insight and segmentation to inform campaign planning, targeting and creative messaging
- **Systems knowledge** – familiarity with Tessitura or comparable CRM/ticketing platforms
- **Multi-venue marketing** – understanding of the planning, coordination and audience development challenges of touring and multi-venue context
- **Membership and loyalty** – understanding of membership, subscription or loyalty-based audience programmes

What you bring

- Excellent communication skills – written and verbal, with the ability to develop compelling campaign messaging and present complex insight clearly to senior stakeholders
- A collaborative working style, with the ability to lead strategically while bringing people with you across teams and disciplines
- A genuine enthusiasm for Scottish Ballet and the performing arts, and a commitment to excellence in everything we do

Created By:	RM	PWB:	LD
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