



Marketing Manager

Company: Go Live Theatre | **Location:** Victoria, London

Reports To: Commercial Director | **Role Type:** Full-Time

Salary: Circa £42,000 (dependent upon experience)

About Go Live Theatre

Go Live Theatre is a charity that uses the power of theatre to create inspiring experiences and unlock possibilities for children and young people. We believe everyone deserves the opportunity to experience the joy and life-enhancing benefits of seeing and participating in theatre.

The Challenge: Physical, emotional, social, and financial barriers prevent too many young people and families from experiencing the magic of theatre. We are here to change that.

Our Impact: We bring young people and families together through shared live experiences, building memories, boosting confidence, and developing key skills for the future. Beyond our programmes, we work with the wider theatre industry to elevate education and access provision for all.

About the Role

Ready to use your marketing skills to make a real, lasting difference?

We are looking for an organised, creative, and hands-on Marketing Manager to coordinate our day-to-day marketing activities and play a key role in growing our charity's reach.

Working collaboratively across the organisation - and supporting the Commercial Director and CEO - you will manage our digital channels, deliver engaging campaigns, and share the impact of our work. From celebrating the difference we make, to inspiring people to donate and get involved, you'll help ensure our message connects with key communities in meaningful ways.

This is an exciting opportunity for a proactive marketer who enjoys blending creative content creation with practical delivery, helping us grow our audience, boost fundraising, and create lasting social impact.

Key Responsibilities

1. Content Creation & Digital Multi-Channel Delivery

Deliver accessible content across website, email, and social media focused on:

- **Inspiration & Engagement:** Create fun, shareable content (e.g. behind-the-scenes, quotes, testimonials) that captures the excitement of our programmes and live theatre.
- **Trust & Credibility:** Highlight impact stats, sector recognition, trustee/patron spotlights, and success stories.
- **Fundraising & Action:** Drive clear calls-to-action for donations, programme sign-ups, ticket sales and school registrations.
- **Impact Stories:** Share media coverage, funder updates, and project outcomes to keep our community connected to our work.

2. Campaign & Programme Support

- **Go Live Club (Aged 18-30):** Create targeted marketing and recruitment activity to grow our Go Live Club membership and build an engaged community of young theatregoers.
- **Core Programmes:** Work with the Programmes team to deliver integrated campaigns to boost awareness and attendance for key initiatives (e.g. Family First Nights, Education Matinees)
- **Monthly Newsletter:** Produce and distribute our core newsletter to keep supporters up to date on impact stories, special evenings and fundraising opportunities.
- **Audience Segmentation:** Tailor communications and campaign messaging for specific target groups, including schools, families, youth groups, and supporters.

3. Cross-Departmental Collaboration

- **Brand Consistency:** Help protect and maintain Go Live Theatre's visual style and tone of voice across all channels.
- **Fundraising Support:** Work alongside the Development team to help produce marketing materials, appeal assets and proposals to encourage donations and engagement.
- **Youth Voice:** Collaborate with our Youth Forum to ensure young people's perspectives are genuinely reflected in our communications.
- **PR & Outreach:** Assist in drafting press releases and building relationships with relevant media, youth groups and influencers.
- **Operational Standards:** Carry out all duties in line with Go Live policies, attending occasional out-of-hours events or meetings and undertaking reasonable duties as required to support the team.

4. Digital Channels & Database Administration

- **Website Management:** Keep the WordPress website updated with fresh news, upcoming events, and current programme details.
- **CRM & Data Maintenance:** Maintain contact lists, manage audience segmentation, create event forms and update key data within our CRM system (Beacon) alongside its Mailchimp integration.
- **Analytics & Performance:** Monitor and report on key digital metrics (website traffic, email engagement, social engagement) to help evaluate and refine future marketing efforts.

Person Specification

Essential Experience & Skills

- **Marketing Experience:** 2 - 3+ years in a marketing role, with hands-on experience delivering multi-channel campaigns (charity, arts, or youth sector experience is a plus).
- **Digital & Tech:** Practical experience using website CMS (e.g. WordPress), email tools (e.g. Mailchimp), and social media platforms. Familiarity with CRMs (e.g. Beacon) is desirable.
- **Copywriting & Design:** Strong writing and proofreading skills tailored to different audiences, alongside basic graphic design ability (e.g. Canva).
- **Organisation & Support:** Excellent time-management skills with the ability to balance multiple departmental requests, deadlines, and campaign tasks within a small, friendly team.
- **Inclusion & Accessibility:** An empathetic approach to equity, inclusion, and accessibility, with a genuine commitment to creating welcoming opportunities for young people and families from underrepresented backgrounds and SEND communities.

Personal Attributes

- Passionate about Go Live Theatre's mission and the positive impact of live performance.
- A supportive, collaborative, and proactive team player with a positive, solutions-focused approach.

What We Offer

- Monday to Thursday office based (Victoria, London) with option to work from home on Fridays.
- Generous annual leave allowance of 28 days plus eight bank holidays.
- Pension scheme after qualifying three-month period.
- Regular opportunities to attend theatre performances and see firsthand the impact of our work.

How to Apply

- To apply, submit your CV and a cover letter detailing your relevant experience, why you are passionate about our mission and how your skills match the requirements of the role, to Recruitment@golivetheatre.org.uk
- Application Deadline: Friday 2 October 2026 at 6pm
- Process:
 - Stage 1: Initial interview including a short pre-prepared task.
 - Stage 2: Final interview featuring a more detailed pre-prepared task (shortlisted candidates only).

Go Live Theatre is committed to equity, diversity, and inclusion. We actively encourage applications from candidates of all backgrounds, especially those that are currently underrepresented in the charity, arts and cultural sector.