

Celebrating

25

Millennium

Forum

Theatre & Conference Centre

Years of Magical Memories

JOB PACK
Marketing Manager

About the Millennium Forum

The Millennium Forum is an award-winning theatre, conference centre and community venue in the heart of Derry/Londonderry. Since opening in August 2001, it has grown into one of the North West's leading cultural venues and now welcomes more than 320,000 visitors each year.

The £14 million venue was created following decades of campaigning for a purpose-built cultural facility in the city. Its opening marked an important new chapter in Derry's cultural life, providing a 1,020-seat theatre alongside conference, event and community spaces.

The Forum continues a long theatrical tradition in Derry/Londonderry. Theatre was being performed in the city as early as 1740, and the Millennium Forum is the thirteenth theatre to have been built here. Its location beside the historic City Walls also connects it to an area that was at the centre of the city's artistic and cultural life during the nineteenth century.

Our work extends beyond the presentation of live theatre and entertainment. We deliver creative learning projects that give people opportunities to develop skills, build confidence and take part in performance. These include our annual youth musical and Your Stage, our mental health and performance project.

Accessibility is central to our work. Our Access Programme offers events and activities designed to remove barriers and help more people enjoy the arts, including our monthly Dementia Friendly Tea Dance. Through our performances, projects and community programmes, we aim to create a welcoming venue where everyone can participate in the cultural life of the city

The Millennium Forum trading as Derry Theatre Trust is accepted as a charity by the Inland Revenue under reference XR16635



Job Overview

DETAIL	INFORMATION
Job title	Marketing Manager
Department	Development & Creative Engagement
Reports to	Development & Creative Engagement Manager
Contract	Permanent – Full Time
Hours	37 hours per week
Salary	£37,500
Location	Millennium Forum, 3 Newmarket Street, Derry/Londonderry, BT48 6EB
Closing Date	16th October 2026, 4 pm
Documents Enclosed	Job Description, Person Specification, Monitoring Form



The Role

Post: Marketing Manager

Department: Development & Creative Engagement Department

Reports to: Development & Creative Engagement Manager

Purpose of the Role

The Marketing Manager is the senior commercial driver for all ticket revenue at the Millennium Forum. This role leads the organisation's sales strategy, maximises ticket and event income, and ensures all marketing and digital activity directly supports the ambitions of the 2025–2030 Strategic Plan.

Working across marketing, box office, programming, and promoter partners, the marketing manager provides strategic direction, commercial insight, and data-led decision-making. Reporting directly to the Development and Creative Engagement Manager, the role leads the marketing function, guiding the Digital Communications Officer, Senior Marketing Officer, and wider team to deliver high-performing, innovative, and commercially effective campaigns.

Key Responsibilities

Sales Strategy & Performance

- Lead the organisation's sales and digital strategy to maximise revenue and strengthen engagement with audiences and other stakeholders.
- Set KPIs, sales forecasts, and performance benchmarks across all digital channels.
- Own marketing/digital budget planning, ensuring spending aligns with revenue targets and ROI expectations.
- Oversee conversion optimization across website, email, paid media, and CRM journeys.

Media Planning & Campaign Leadership

- Lead planning, buying, and optimisation of advertising across Meta, Google, and all other platforms online and offline.
- Deliver campaigns that meet sales objectives and financial targets.
- Approve all digital campaign plans, creative concepts, and media allocations before launch.

Audience Development & Lead Generation

- Develop CRM strategies that support segmentation, retention, upselling, and lifetime value growth.
- Work with programming and box office to forecast demand and adjust campaigns dynamically.
- Support the development of new and diverse audiences in line with organisational priorities.

Team Leadership & Cross-Department Collaboration

- Line-manage the Digital Communications and Senior Marketing Officer, providing direction and professional development.
- Foster a culture of accountability, creativity, and continuous improvement within the Marketing team.
- Coordinate closely with sales, box office, and other teams to deliver a seamless, consistent customer journey from first contact through to the seat.
- Champion digital innovation, emerging technologies, and responsible AI use to other staff.
- Ensure digital and offline activity reinforce each other and support sales objectives.

Reporting, Insights & Compliance

- Produce weekly and monthly performance reports with clear, evidence-based recommendations.
- Ensure all marketing activity complies with GDPR and data protection standards.

Financial Management

- Take responsibility for the marketing budget, including forecasting and financial reporting. The role operates within a mixed-media environment, where budget can be allocated to print and traditional channels. Monitor monthly accounts, resolving discrepancies promptly.
- Ensure best value and maintain high-quality standards across all suppliers and promoter relationships.



Person Specification

Essential Criteria/ Experience

Degree in Marketing, Business, Advertising, Communications or a related field, with 2+ years' essential marketing experience;

Or

A Level 3 qualification (e.g. HNC) with 3+ years' essential experience.

Proven track record developing and delivering marketing strategies and integrated campaigns.

Leading and managing a team, including setting objectives, supervising performance and staff development.

Managing online and offline advertising campaigns.

Working to sales, revenue or commercial targets.

Managing marketing budgets and demonstrating ROI.

Using data and analytics to inform marketing decisions.

Desirable Criteria

Experience of marketing within the arts, entertainment, hospitality or events sector.

Management or leadership qualification.

Knowledge of ticketing systems and box office data (e.g. Spektrix, Enta).

Experience producing in-house content (video, photography, copywriting) that drives engagement across social and digital channels.

Experience managing PR or media relations.

Knowledge of GDPR and data protection compliance in a marketing context.

Full driving licence.

Additional Requirements

Some evening and weekend work may be required to fulfil the duties of this position.

Notes

The postholder should be aware that the responsibilities of the post may be subject to change. The Millennium Forum therefore reserves the right to change the duties of the post by adding to or amending the range of responsibilities. The postholder will be required to be flexible and adaptable to meet the changing needs and requirements of the organisation.

Equal Opportunities

The Millennium Forum is committed to equality of opportunity for all staff and applications from all sections of the community, irrespective of religious belief, political opinion, racial group, age, marital status, sexual orientation, gender, or disability, are welcomed



How to apply

Thank you for considering a role with the Millennium Forum. Please read the full job pack before applying.

To apply please send the following:

- Your CV - maximum of two pages,
- One cover page, telling us why you are a good fit for this role.
- Monitoring Form (available from our Careers page of our website or via link – <https://millenniumforum.co.uk/about/careers>)

Please email your CV and cover letter to

recruitment@millenniumforum.co.uk by 4pm on **16/10/26**

The Monitoring Form should be emailed separately to

laoiseachm@millenniumforum.co.uk

Your email subject line should be laid out as follows: [Your Name – Marketing Manager]





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