



# Marketing & Social Media Executive

## RECRUITMENT PACK

Perth Theatre and Concert Hall  
Mill Street  
Perth PH1 5HZ



## Who We Are

Central to local cultural life for over 125 years, Perth Theatre and Concert Hall create life affirming, shared experiences in the performing arts that ignite the imagination and make living more meaningful. Our world-class venues, award-winning programming and inclusive learning and engagement projects play an essential role in stimulating positive wellbeing within the communities we serve, benefitting the local economy and raising the profile of the area.

Perth Theatre and Concert Hall is the trading name of Horsecross Arts Ltd, the charitable organisation established in 2005 to run both venues. Horsecross Arts Ltd is registered in Scotland, no. SC301328 and a charity no. SC022400.

*"It's one of the things that attracted me to Perth... the cultural life... it seems it's fantastic. There's a great variety in the theatre and the concert hall... we're so lucky!"* Audience Member





## Our Vision & Mission

***"To ensure the performing arts are essential to our communities."***

From our base in Perth City and across Scotland at large, our mission is to use the performing arts to inspire, explore, connect, and educate, as sustainably as possible:

**Inspire** - as a source of entertainment, enlightenment, joy, and wellbeing;

**Explore** - forging into the new, inventing fresh approaches and developing different ways of working;

**Connect** - with our communities, meeting their needs, striving to include everyone;

**Educate** - by supporting learning and training across our whole range of activities for staff, participants, the sector, and future generations.

## IDEA – Inclusion, Diversity, Equality & Accessibility

Perth Theatre and Concert Hall is working to ensure our organisation is fully representative of the communities we engage with locally and nationally. We believe in the transformative power of the performing arts and understand that embracing diversity of backgrounds, experiences, skills, cultures, and outlooks is critical to fulfilling our Vision.

We start from a position of inclusion being fundamental to all our activities. We are committed to providing life-enhancing experiences for everyone, whatever their age, background, ethnicity, gender, geographical location, physical or mental ability, religion, sexual orientation, social conditions, work or employment status. Necessarily, our approach steps beyond the letter of the law to achieve this.

Our commitment to IDEA will be central to all our policies and processes, from recruitment and operations to the delivery of our public engagement, performances, and events. Undertaking continual review and training, we will closely monitor, and be transparent about, our progress.

# The Role



**Job Title:** Marketing & Social Media Executive

**Status:** 37.5 hours

**Reports to:** Marketing & Communications Manager

**Salary:** £26,110

## Principal Aims of the Post

Reporting to the Marketing & Communications Manager, the post holder, in collaboration with our Digital Marketing Executive and Marketing Assistant, will deliver marketing campaigns activity for all events and shows in Perth Theatre and Concert Hall (PTCH). This will be achieved by utilising both online and offline marketing channels, ensuring value, maximising sales and reach and profile-building while securing and maintaining strong relationships with external and internal partners.

## Duties and Responsibilities

This job description describes the principal purpose and main elements of the role at this time. It is a guide to the nature of the main duties as they currently exist, but is not intended to be all-inclusive. The post holder is expected to work flexibly and respond positively to changing business needs.

### Campaign Marketing

- Devise and deliver integrated marketing plans in collaboration with the Digital Marketing Executive, and with support from the Marketing & Communications Manager;
- Achieve existing, and new targets outlined in these plans;
- Work with the Creative, Learning & Engagement and Programming Teams on the development and implementation of local, regional and national marketing campaigns;
- Lead the development and delivery of all social media campaigns in collaboration with the Marketing & Communications Manager, and with support from the Marketing Assistant;
- Coordinate production schedules with external print and design companies, for all printed and digital marketing materials, with support from the Marketing & Communications Manager and Digital Marketing Executive for productions for which you are leading on marketing;
- Coordinate production schedules for media buying – digital, print, out of home, broadcast etc. - with support from the Marketing & Communications Manager for productions for which you are leading on marketing.

### Social Media Marketing

- Lead on the planning, creation, coordination, and production of engaging paid content across our social platforms. Devise and implement paid social campaigns to maximise sales for shows and to raise brand awareness;
- Create, edit and deliver high-quality video, photography and graphic content for use across social media, email and digital advertising;
- Ensure that we're reaching all PTCH demographics through the most suitable platforms with the aim of developing more reach through Whats App channels and SMS;
- Understand and adapt the tone of content and associated imagery depending on the platform being used;



- Manage queries and messages, replying to people and engaging with audiences;
- Schedule and deliver messages through an up-to-date content calendar;
- Work with the wider marketing team to help deliver key messages and support on marketing campaigns and activity;
- Analyse and report back on content, looking at key performance indicators and content types to make recommendations;
- Create strong written posts that have excellent grammar and spelling that grab the attention of the audience;
- Work with other visual media designers to create exciting, fun content that helps achieve the business aims;
- Stay informed of developments in social media, such as legal changes, new platforms and new features introduced.

### **Digital**

- Assist the Digital Marketing Executive with the production and distribution of digital marketing:
  1. Website maintenance;
  2. Ticketing services;
  3. Image and media editing;
  4. Email marketing;
  5. Any other related activities as required.

### **Audience Development & Data**

- Contribute to data collection for internal and external evaluation as required;
- Maintain effective systems to collate and report visitor and attendance figures;
- Maintain a record of digital activity and engagement to ensure effectiveness of online communications and provide figures for reporting.

### **Financial Management**

- Monitor campaign budgets;
- Achieve the best value for money and reduce costs where appropriate;
- Comply with PTCH's commercial and financial procedures.

### **Other**

- Maintain existing and develop new relationships with external suppliers and service providers;
- Represent PTCH as required;
- Undertake any other reasonable requests, appropriate to the post, made by the Marketing & Communications Manager or Head of External Relations.

## Person Specification

The ideal candidate will:

- Have worked in an arts or cultural venue;
- Enjoy working as part of a busy team;
- Be an outstanding communicator and creative thinker;
- Enjoy seeking out new marketing opportunities and developments and be aware of current sector trends and news.

### Essential

- At least 2 years' experience in a similar role;
- We are also keen to hear from current Marketing Assistants looking to take their next step into an Executive role;
- Excellent time management and organisational skills;
- Experience in planning for digital, multi-channel or traditional campaigns;
- Experience of SEO, PPC, paid social media and email marketing;
- Content management experience;
- Knowledge of the design, print and production process;
- Creative writing and proof-reading skills, with a strong attention to detail;
- A high-level of computer literacy and ability to work across the full Office 365 suite;
- Knowledge of using email client software, social media and website content management systems;
- Proactive with ideas to sell shows through all marketing channels;
- Experience of developing relationships with promotional partners and external suppliers;
- A willingness to undertake training and developmental opportunities;
- A willingness to work occasional evenings, weekends and/or bank holidays, as required.

### Desirable

- A relevant qualification in marketing or a related field;
- Experience of using a Box Office ticketing system;
- Experience in using Adobe Creative Suite and/or other design packages.

## Terms & Conditions

Salary: £26,110 per annum paid monthly by bank credit transfer on the last working day of the month. No paid overtime or infringements are payable;

Annualised hours of 37.5 hours per week (1950 per annum).

Annual Leave entitlement is 30 days (rising by 2 days after 3 years' service plus an additional 3 days after 5 years' service) including 10 days Public Holidays (4 fixed – Christmas Day, Boxing Day, New Year's Day, 2nd January).

The Company operates auto-enrolment and has a Pension Scheme in place. We will comply with legislation around auto-enrolment including opt-in and opt-out arrangements.

This role is subject to a 6-month probationary period.

## How to Apply

**Deadline:** Sunday 1 February 2026 (11:59pm)

**Interviews:** w/c Monday 9 February 2026

If you would like further information about this role, please contact:  
[marketing@perththeatreandconcerthall.com](mailto:marketing@perththeatreandconcerthall.com)

**To apply, please submit your CV and a covering letter detailing relevant experience and interest in the role to:**

[recruitment@perththeatreandconcerthall.com](mailto:recruitment@perththeatreandconcerthall.com)