



Senior Digital Marketing 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 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. Our commitment to IDEA is central to all our policies and processes, from recruitment and operations to the delivery of our public engagement, performances, and events.

The Role

Job Title: Senior Digital Marketing Executive

Status: 37.5 hours

Reports to: Marketing & Communications Manager

Responsible for: Marketing & Social Media Executive

Salary: £28,502 per annum

This is a newly defined and significantly enhanced post within the Marketing team at Perth Theatre and Concert Hall. While it succeeds the former Digital Executive position, it has been purposefully redesigned to reflect the organisation's growing priorities around digital performance, audience development and income generation. As a senior specialist role, the postholder will take substantial ownership of PTCH's digital channels, audience insight and marketing systems, working closely with the Marketing & Communications Manager to maximise reach, engagement and revenue. The role is varied, fast-paced, and demands someone who works efficiently and effectively, anticipating needs, solving problems, and ensuring the digital elements of marketing run seamlessly. No two days will be the same; the successful candidate must be comfortable with both high-intensity periods and quieter on-demand days, which are accommodated for via our annualised hours approach

Reporting to the Marketing & Communications Manager, the Digital Manager will take full ownership of our digital infrastructure, data systems, audience insight and digital marketing performance. This Leadership role is strategic, analytical and technical and ensures our digital channels, data and systems are working as effectively as possible to drive audience growth and revenue.

The postholder will provide day-to-day supervision and support to the Marketing & Social Media Executive, providing leadership and direction on the digital dimensions of campaign delivery, content distribution and performance reporting.

Duties and Responsibilities

This job description details 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.

Digital Infrastructure & Systems

- Take full ownership and strategic responsibility for PTCH's digital infrastructure, including the website, CRM, email marketing platform, ticketing integration and associated digital systems.
- Lead on website strategy, development and optimisation: ensuring content is current, audience-appropriate and performing effectively across all devices and browsers.
- Oversee all technical aspects of the website including page structure, user journey, performance and accessibility.
- Lead show and event set-up online, working in close partnership with Ticketing Services to ensure accurate, timely and commercially effective listings across all digital platforms.
- Manage integrations between digital platforms, ticketing systems and audience databases to ensure data flows efficiently and accurately across the organisation.

CRM, Audience Data & Insight

- Own and develop PTCH's CRM strategy, ensuring customer data is captured, maintained and used effectively to support audience development and targeted communications.
- Lead on audience segmentation, developing data-driven approaches to targeting and personalisation across email, digital advertising and wider communications.

- Develop and maintain audience insight frameworks; translating data from multiple sources (ticketing, email, social, web analytics, surveys) into actionable intelligence for the wider team and senior leadership.
- Lead on customer journey mapping and conversion strategy, identifying opportunities to improve the audience experience from first contact through to attendance and beyond.
- Support the Marketing & Communications Manager with the collection and reporting of qualitative and quantitative audience data for funding bodies, board reporting and strategic planning.

SEO, Digital Advertising & Performance

- Own PTCH's SEO strategy, ensuring the website and digital content is optimised to maximise organic search visibility and audience reach.
- Lead on digital advertising performance: managing and optimising paid search, display and programmatic campaigns to ensure maximum return on investment.
- Set, monitor and report on digital KPIs across all channels, providing regular performance analysis and recommendations to the Marketing & Communications Manager.
- Lead on digital analytics, using tools such as Google Analytics and platform-native reporting to track, interpret and act on performance data.
- Oversee the management of PTCH's digital advertising budget, ensuring best value and compliance with organisational financial procedures.

Email Marketing

- Lead the strategy, planning and delivery of all email marketing activity, including promotional newsletters, pre- and post-show communications, targeted campaigns and automated journeys.
- Ensure email communications are well-segmented, audience-appropriate and contribute measurably to ticket sales, engagement and audience development objectives.
- Monitor and report on email performance metrics, continuously testing and optimising to improve open rates, click-through rates and conversion.

Visiting Company Shows & Programme Marketing

- Work with the Marketing manager in the responsibility for the digital and print marketing of all visiting company productions, coordinating with company representatives, agents and producers to obtain and deploy assets in a timely and effective manner.
- Manage the design and copy coordination of our seasonal brochures in collaboration with the Marketing & Communications Manager and external design suppliers, ensuring accuracy, consistency and commercial effectiveness.
- Coordinate production schedules with external print and design companies for all printed and digital marketing materials, ensuring deadlines are met and materials are produced to the highest standard and best value.

Line Management & Team Leadership

- The postholder will provide day-to-day supervision and support to the Marketing & Social Media Executive.
- Work collaboratively with the Marketing & Communications Manager and wider team to ensure integrated, coherent and strategically aligned marketing activity across all channels.
- Contribute to team planning, budgeting and reporting processes as required.

Automation & Innovation

- Lead on the identification and implementation of marketing automation opportunities – including triggered emails, personalised communications and audience re-engagement campaigns.

- Stay abreast of developments in digital marketing, technology and audience behaviour, proactively bringing new ideas and approaches to the team.
- Champion digital best practice across the organisation, supporting colleagues in other departments to understand and use digital tools effectively.

General

- Comply with PTCH's charitable objectives and organisational procedures.
- Support the implementation of PTCH's IDEA and environmental sustainability policies.
- Maintain existing and develop new relationships with external suppliers and service providers.
- Represent PTCH as required at internal and external events.
- Undertake ongoing professional development and training 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 be a digitally-minded professional with genuine strategic ambition – someone who sees data, systems and digital performance not as administrative functions, but as the engine of audience growth and organisational impact. They will be equally comfortable analysing a CRM dataset, briefing a web developer, presenting performance insight to senior leadership, and mentoring a colleague on content strategy.

Essential

- At least 3 years' experience in a digital marketing role with demonstrable progression in scope and responsibility.
- Experience of using a Box Office ticketing system (e.g. Spektrix, Tessitura).
- Proven experience of owning and developing CRM systems and audience data strategies.
- Strong working knowledge of SEO principles and experience of implementing SEO strategy.
- Experience of planning, managing and optimising paid digital advertising campaigns (search, display, paid social).
- Proficiency in web analytics tools, particularly Google Analytics, and the ability to translate data into clear, actionable insight.
- Experience of leading email marketing programmes, including segmentation, automation and performance optimisation.
- Knowledge of website management and content management systems.
- Experience of managing or coordinating print and digital production schedules with external suppliers.
- Strong copywriting, proof-reading and editorial judgement, with a high standard of written English.

Desirable

- Experience of working in an arts, cultural, events or visitor attraction environment.
- Familiarity with marketing automation platforms.
- Experience of using Adobe Creative Suite or equivalent design tools.
- A relevant qualification in digital marketing, data analytics or a related field.
- Experience of contributing to organisational reporting or funding applications.

Terms and Conditions

Annualised hours of 37.5 hours per week (1,950 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 4-month probationary period.

How to Apply

Vacancy closing date: Monday 20 July 2026 (10:00am)

Interviews: w/c Monday 27 July 2026

If you would like further information about this role, please contact:
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