

MERCURY

Marketing Officer

July 2026

Welcome from the Chief Executive Officer

Thank you for your interest in the Mercury in Colchester and the role of **Marketing Officer**.

As one of the most ambitious producing houses in the East, we pride ourselves on the high-quality, relevant and inclusive nature of all our work.

We are looking for an enthusiastic and creative Marketing Officer to join our team. A proven innovative marketer with a passion for engaging and developing audiences for our theatre and studio programmes, alongside promoting our creative engagement and operational activities.

The successful candidate will join the team instrumental in creating and delivering the press, marketing and communication campaigns for all of the Mercury's programmes.

In this pack you will find:

- Background information on the Mercury Theatre, Colchester
- Information about living in Colchester
- Job description and person specification
- Information about how to apply

Further information about the Mercury can be found on www.mercurytheatre.co.uk.

We recognise that these are challenging times for everyone, but we are committed to maintaining and building our audience, delivering artistic excellence, and growing the Mercury's reputation as a launchpad for talent and innovation in the East of England and on tour across the UK.

We look forward to receiving your application.



Steve Mannix

Chief Executive





Introduction

The Mercury Theatre, designed by Norman Downie, was opened on 10th May in 1972. Since its foundation the Mercury has become one of the main centres of artistic excellence in the East of England, having built a large and diverse audience for its critically acclaimed programme of drama, musical theatre, family theatre and dance at home and on tour.

The Mercury reopened in July 2021 with a 530-seat theatre, a 98-seat studio, full on-site workshop and wardrobe facilities, rehearsal rooms and creative learning studios, and a fully renovated café bar, box office and foyer.

The Mercury is a significant local employer and a major driver of Colchester's creative economy. The theatre plays a key leadership and strategic role in the cultural life in Essex and the wider geographical area of East Anglia. It is the only full-time producing venue in Essex and one of only three in the eastern region.

We are a placemaking organisation for Essex. We seek to connect with and support artists, freelancers, performers and industry professionals across the region to ensure our work remains as accessible and inclusive as possible, reaching as many people as we can.

Mission

The Mercury creates and shares stories that are exhilarating, revelatory and relevant. Through the reinvention of classic texts and the creation of bold, new writing, we believe that the transformative power of theatre can enrich the lives of our community.

The Mercury is a significant regional developer of new talent, working with a range of partners across the arts, education and creative industries to deliver a studio programme and a learning, participation and professional development programme aimed at nurturing the next generation of theatre makers.

Everything we do is driven by our values of quality, innovation, diversity, and connection.

We are Colchester. We are for everyone.



Vision

Our vision is of the Mercury as a vibrant, welcoming artistic hub at the heart of the cultural life of Colchester and Essex; a place where the diverse communities of the town and its surrounding region can come together to experience exceptional live theatre and a rich programme of other performing arts; a place where anyone, regardless of background, can get involved with our creative processes and start to realise their own creative potential.

Our vision is of the Mercury as a strategically important part of the national theatre ecology and the wider creative sector, providing an important regional pipeline for creative and technical talent and contributing to the range and quality of middle-scale touring theatre, with a particular focus on drama and work for children and families.

Mercury Governance and Staffing

The Mercury is a registered charity and a private limited company. As such, we are overseen by a non-executive Board of Trustees which is chaired by Mark Hoult Allen. Day-to-day management of the theatre is led by the Chief Executive supported by a Senior Management Team.

We have a talented and dedicated team of around 79 full time equivalent staff when the building is in full operation, and we employ numerous freelance artists, practitioners and casual staff.





Mercury Productions

Our programme is made up of a range of critically acclaimed “Mercury Productions”, which we compliment with a diverse programme of the very best visiting drama, dance, music, comedy, circus and variety available in the UK, together with a mix of creative learning events, corporate and community hires.

We present work in our main auditorium, studio and café bar. We produce 5 productions in the theatre and up to 3 in the studio, around 26 weeks of Mercury Productions each year. During this next year we will present more new work on our studio than ever before, whilst we also present *Lates*, a programme of cabaret, spoken word and music in the café bar. We will continue to balance contemporary and traditional works within the programme with a vibrant mix of visiting work.

During 2025/26 we presented 403 performances achieving an average of 60% capacity. We welcomed 120,000 visitors to ticketed events and circa 21,000 visitors to unticketed events. The theatre’s market penetration in all areas of Colchester is strong, and we continue to have good reach throughout Essex and all neighbouring towns excluding Ipswich, which has its own cultural offer. 72% of visitors came from within the Colchester area.



Living in Colchester

Boasting strong commuter links, a world class arts scene and charming old rustic pubs serving up gastro delights, the list of reasons to move to Colchester is endless.

Renowned for being Britain's first city and former capital of Roman Britain, Colchester's rich history dates back over 2000 years and is ripe for exploring. Colchester Castle is one of the standout attractions as one of England's most significant heritage sites.

For a town steeped in so much history, it is surprisingly contemporary in its outlook, providing residents with all the amenities we've come to appreciate from modern living. Foodies will rejoice at the plethora of food options available - these range from budget dining to world class Michelin star restaurants - and shoppers are presented with a mixture of niche independent shops neighbouring the usual big name retail giants.

Colchester is home to an enviable range of attractions which provide a wide selection of things to do. Colchester Zoo is listed in the top 2 zoos in the UK and the 11th best globally. It is also home to many rare and endangered species and stages late-night meet and greets. Alongside the Mercury, there's also the Firstsite art gallery, the Colchester Arts Centre and the new Curzon cinema.

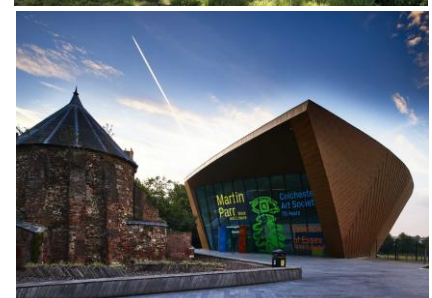
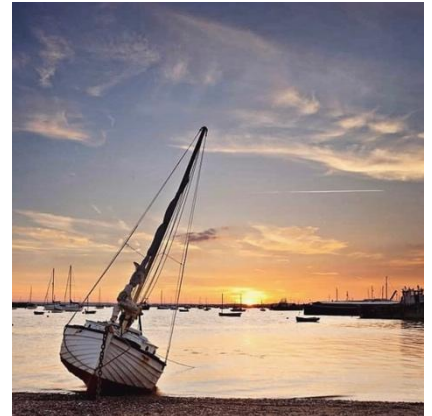
Colchester is surrounded by the green pastures of the picturesque Essex and Suffolk countryside, 135 square miles of coast and countryside. The idyllic villages of Wivenhoe and Dedham, famed as Constable country, are a short drive away and you're less than 25 minutes away from Mersea Island, a postcard-perfect seaside town with a world-famous oyster bar.

Situated in the north east of Essex, Colchester has a population of 195,000 and is extremely popular with commuters because of its excellent train links to London Liverpool Street - only 50 minutes away. The A12 takes you straight into London and Stansted airport is only 30 miles away.

It is perhaps stating the obvious but the cost of living in Colchester is substantially cheaper than London. Rent for a one-bedroom apartment is approximately 58% cheaper than the capital.

With a balance of urban city lifestyle and a rural living, there are many reasons why Colchester is so desirable.

For more information about our wonderful town check out <https://www.visitcolchester.com>





Job description

Job Title:	Marketing Officer
Department:	Marketing
Responsible to:	Marketing and Communications Director
Key working relationships:	Executive Director Marketing Manager Audience & Insights Manager Ticket Sales Manager Ticket Sales Supervisor Creative Engagement Department Operations Department

Purpose of the post

The Marketing Officer will work closely with colleagues in the Marketing department towards three key goals – to fulfil financial targets; to reach as diverse an audience as possible; and to plan and deliver marketing activity across the whole mix of Mercury activities, continually working to find new ways the share the Mercury's vision, communicate the work, and promote the organisational values.

Through innovative and effective marketing techniques, the Marketing Officer will plan and deliver marketing activity across the whole marketing mix. The post holder will take an active role in initiating, creating, delivering and monitoring the effectiveness of all digital marketing activity.

The Marketing team support the following areas of activity:

- Mercury Productions
- Mercury Originals
- Visiting companies in the Theatre and Studio spaces
- Creative Engagement activities (including groups/classes, school engagement and projects)
- Talent development
- Commercial and trading activity – café bar and hires
- Executive team – organisational announcements/campaigns
- Development team – memberships and fundraising
- HR Function – recruitment campaigns

Key Responsibilities:

Main Duties

- To support the Marketing department on all aspects of campaign planning and delivery for Mercury Productions
- To create, manage and deliver creative, innovative and engaging marketing campaigns for mercury & visiting productions including but not limited to:
 - Design, send and monitor email campaigns on Dotdigital,

- Plan, create, post and monitor social media content,
 - Plan, write and send direct mail and post card mailings,
 - Run press campaigns, writing and circulating press releases, assisting with press nights and guest lists, arrange interviews etc,
 - Upload and maintain content to the website,
 - Write design briefs for external designers / complete high-quality design work,
 - Assist in the design and proofing process for print materials including brochures, programmes and press releases,
 - Book and manage advertising campaigns across all platforms,
 - Write show copy for Mercury Productions and other Mercury based activity including Creative Engagement activities, Café menus, fundraising and development initiatives,
 - Be able to track sales, pull basic reports and sell tickets on Spektrix.
- To work alongside other members of the marketing team to write, design and produce and proofread all materials designed to promote the Mercury its performances and activities, including trading and Creative engagement activities.
 - To ensure the Mercury brand consistency across all internal and external communication materials,
 - To ensure the effective distribution of printed and e-marketing materials through targeted mailing and bulk distribution,
 - To support the production and delivery of all printed material including brochures, flyers, posters, newsletters, programmes, and media advertisements,
 - To write copy, edit and proof season brochures, including collating material from visiting companies and promoters as required,
 - To manage the timely distribution of Mercury marketing materials,
 - To manage and maintain records of visiting company print and its storage,
 - To provide the main point of contact for visiting companies and promoters,
 - To prepare briefing notes for the Customer Experience team on visiting shows,
 - To contribute to any design work needed on a day-to-day basis and for specific campaigns.

Digital Content

- To create and deliver organic and paid social media campaigns and to ensure content relating to the campaign is up to date on the Mercury website,
- To create, deliver and monitor digital content and e-mail campaigns, liaising with designers and content developers as necessary, pulling data and creating mailing lists as required,
- To create high quality video and digital content for website and social media platforms and digital display screens,
- To work with the Marketing Manager and Marketing Officer to keep the Mercury website up to date, to ensure a regular flow of information including news items, blogs, video and interactive engagement with audiences.
- To ensure all new shows and information is accurately loaded on to the website.
- To work with the marketing team to research and develop content for the website, social media and marketing campaigns.
- To maintain a strong presence for the Mercury and its activities on social networking sites including Facebook, Instagram, LinkedIn, TikTok and Youtube.
- To respond, in a timely manner, to questions directed to the Mercury on all social media channels.

Data Management

When required assist the Audience Development Manager

- To assist with the retrieval, management and analysis of all audience related data held by the organisation,
- To work with the Ticket Sales Supervisors on the set up and management of all productions, Creative Engagement activity and trading activities on Spektrix,
- To assist in the maintenance of a clean customer database on Spektrix,
- To set up and schedule reports as necessary and look at ways of streamlining information to deliver useful day-to-day data to the relevant people,
- To provide timely reports for colleagues on ticket sales and audience behaviour across each season, proactively seeking out ways to maximise attendance and revenue,
- To routinely use data analysis to monitor campaign effectiveness, fundraising and financial targets as well as audience development objectives.

General

- To be aware of news and changes within the theatre industry, in arts marketing and in broader digital communications,
- To draft agendas, take minutes and actions of meetings, and distribute internally or externally when required.
- To act as out of hours duty contact for press and social media as scheduled by the Marketing and Communications Director,
- To support the Marketing Manager in the organisation and attendance at press nights and other PR events including launch events,
- To assist the box office team with ticket sales as required
- To maintain a detailed working knowledge of the Theatre's wider artistic programme, including all of its creative engagement and talent development activities,
- To maintain positive and effective relationships with colleagues across the organisation,
- To participate actively as a member of the Marketing and Communications team,
- To adhere to all Mercury Theatre policies included Safeguarding, Health and Safety and environmental policies,
- To attend and contribute to staff meetings and/or training sessions,
- To undertake any other reasonable duties as directed by the Senior Management team

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not preclude change or development that might be required in the future. It does not form part of the contract of employment.

Person Specification

Personal Qualities

- Self-disciplined, organised and self-motivating
- Ability to work in a team, contributing ideas, supporting other team members and taking direction
- Adaptable and receptive to new ideas and initiatives,
- Excellent time management skills and the ability to manage competing deadlines and priorities,
- Ability to work under pressure and manage competing deadlines,
- Creative flair,

- Excellent interpersonal skills with an ability to listen, build rapport and communicate with people at all levels.

Professional Competencies

Essential

- Familiarity with the Microsoft Office suit and an understanding of graphic design packages,
- Proven experience of using the Adobe suite, specifically Photoshop and Premier Pro video editing software,
- An accurate and thorough approach to work
- Strong attention to detail and excellent copy-writing and proof-reading skills
- An understanding of using databases and Customer Relationship Management software to generate reports and drive campaign targeting
- Experience of using social networking sites to promote events and a willingness to learn new skills in order to manage this effectively.

Desirable

- Interest in theatre and/or the arts
- Experience of data analysis and reporting
- Clean driving license

Outline of Terms and Conditions

Salary:	£26,066 per annum pro rata
Hours:	37.5 hours per week, although additional hours may be necessary in order to fulfil the post's requirements for which Time Off in Lieu is available. This post will require the successful candidate to work unsocial hours on occasion.
Term:	Permanent
Annual Leave:	Annual leave entitlement is 20 days for each holiday year plus statutory Bank Holidays. This entitlement will increase by one day each year to a maximum, at five years' service, of 25 days per annum.
Probationary period:	Five months
Notice period:	Two months by either party in writing after an initial probationary period during which time the notice period is one month by either party.
DBS Check:	This post does not require a DBS check
Pension:	Colchester Mercury Theatre Ltd operates a stakeholder pension scheme. Full details of the scheme are available from the Finance Department.
Other benefits:	Discount on drinks and meals in the Mercury's bar including access to the discounted staff menu The company offers an interest free season ticket loan The company encourages attendance at performances with an allocation of tickets to employees (subject to availability and the Mercury's ticket policy) A discount on specific Creative Engagement activities.

How to apply

To apply for this post, please send:

- a letter of no more than 2 sides of A4, explaining what attracts you to this position, and evidence of your ability to meet the job description and person specification.
- Your CV
- Names and contact details for two employment/professional referees, however, we shall not take up references unless candidates are invited to a second interview or offered the role.

Applications should be submitted via Staffology: [here](#) by **10:00am on Monday, 17 August 2026**. Interviews will take place over Tuesday, 25 August 2026.

The Mercury Theatre is an equal opportunities employer and actively promotes diversity in the staff team. We welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

Please let us know if you need this information in a different format by contacting Valentina Borja Herrera by phone on 01206 577006 or by email on: recruitment@mercurytheatre.co.uk