



LYRIC

Marketing Executive

Job Description & Application Information

WHO WE ARE

The Lyric Theatre enjoys a special place within Northern Ireland's artistic landscape. As a prolific production house, the Lyric is the beating cultural heart of Northern Ireland – inspiring and entertaining audiences with both new and established plays and helping to launch the careers of some of our most famous actors, directors, and playwrights. The Lyric is a playhouse for all. We are a shared civic space for artists and audiences alike; a creative hub for theatre-making, nurturing talent and promoting the critical role of the arts in society.

As Northern Ireland's only full-time producing theatre, each year we produce up to 9 full-scale productions. We also receive visiting work from touring companies. We stage some 400 performances each year and are the largest employer of theatre practitioners in Northern Ireland. Our modern theatre opened in 2011 and consists of the 390-seat main stage and the 124-seat flexible Naughton Studio. In recent years, the theatre won 4 Irish Theatre Awards, was voted NI's most welcoming theatre, staged co-productions with the Abbey Theatre, Soho Theatre and the Dublin Theatre Festival and toured to New York, London, Glasgow, and Dublin. In 2022, we won Best Play Revival for *Translations* with Abbey Theatre at the UK Theatre Awards, in addition to our Creative Learning department winning Excellence in Arts Education. In 2023 we won Theatre of the Year at The Stage Awards, and Business Contribution to the LGBTQIA+ Community at the GNI Mag Awards.

There are two group companies. Lyric Theatre NI (The parent company) is a company limited by guarantee and a registered charity and is also the owner and operator of the theatre and the primary recipient of grant funding. Lyric Players Theatre Productions Limited is a wholly owned subsidiary of Lyric Theatre NI and is responsible for producing professional theatre productions and the operation of food and beverage operations within the theatre. The combined turnover of the two companies is in excess of £4.5million and employ more than 100 employees. For more information on the Lyric Theatre, visit www.lyrictheatre.co.uk.

Our Mission

We are a shared civic space for artists, arts workers, and audiences alike; a creative hub for theatre-making, nurturing talent and promoting the role of the arts in society. Our mission is to *create, entertain, and inspire*.

Our Values

We are welcoming: The Lyric Theatre is an inclusive and accessible space for all: a creative place to play, learn, question, and explore.

We are nurturing: Our goal is to galvanise, and empower all those who work in the arts, whilst nurturing new generations of talent through the Lyric Drama Studio and our Creative Learning and New Artist programmes.

We inspire and entertain: We aim to provide theatrical experiences that entertain and inspire; challenging audiences to explore their own and other stories.



JOB DESCRIPTION

Job Title

Marketing Executive

Location

Lyric Theatre, Belfast

Salary

£26,000 - £29,000

Contract

Permanent, full-time

1 month notice period

Probation

6 months

Annual Leave

20 days per annum plus Bank Holidays

Reporting To

Marketing Manager

Working Week

The standard working week will be 37.5 hours (excluding breaks) over 5 days, Monday to Friday, however due to the nature of this position a degree of flexibility is required from the post holder to meet the demands of the department's schedule.

PURPOSE OF THE POST

The Marketing Executive is a key role within a small and passionate marketing and development team. The post holder will be primarily responsible for driving digital communication including digital advertising and management of the Lyric's website, as well as contributing to the development and execution of the overall marketing plan for Lyric productions, visiting shows and for the theatre generally.

Key Relationships

Head of Development and Marketing, Marketing Manager, Marketing Officer, Development Officer and Box Office team.

Benefits

We provide all the standard entitlements like an employer-contributed pension and statutory pay for sickness, maternity, and paternity leave, but we also have some extras:

- Access to a free, confidential counselling service through our Employment Assistance Programme.
- Free daily beverage from our Cafe.
- Discounted food from our café/bar.
- Comp ticket allowance for Lyric productions.
- Free period products in all bathrooms.
- Sales incentive programme for Front of house staffs.

There are a range of other elements that make the Lyric a unique and enjoyable place to work:

- **Beautiful environment:** Enjoy breaks on our exclusive River Terrace.
- **Prestigious theatre:** Work with well-respected and talented theatre professionals in a multi-award-winning theatre known for high-quality productions.
- **Commitment to wellbeing:** Access to Mental Health First Aiders and a supportive work environment.
- **Inclusive culture:** We've rolled out initiatives like being breastfeeding-friendly, providing free period products in our bathrooms, participating in Belfast Pride, and providing BSL training.
- **Staff involvement:** Engage through Staff Council and Suggestion Box.

MAIN DUTIES AND RESPONSIBILITIES

CONTENT CREATION

- Lead on the creation, design, and delivery of marketing materials for all productions and organisational activities, including:
 - Posters, flyers, banners, and outdoor advertising assets
 - Show programmes and brochures
 - Digital graphics (social media, web, email, display advertising)
 - Filmed content, trailers, interviews, behind-the-scenes footage, and short-form video
 - Photography and image editing where required
- Ensure all content adheres to the Lyric's brand identity and maintains a consistently high visual standard.
- Manage workflows for multiple content projects simultaneously, from briefing to final delivery.
- Work with external photographers, filmmakers, and designers when additional support is required.

DIGITAL STRATEGY AND WEBSITE

- Support the Marketing Manager in the delivery of digital marketing campaigns, ensuring creative content aligns with campaign goals.
- Produce engaging content for social media, email marketing, website updates, and digital advertising.
- Manage social media channels with a content-first approach—planning, creating, scheduling, and analysing performance.
- Assist with SEO, UX improvements, and digital audience engagement strategies.
- Track and report on the performance of digital campaigns and content, adjusting creative output based on insights.

COMMUNICATIONS AND PR SUPPORT

- Work with the external PR agency to ensure campaigns are visually supported with strong multimedia assets.
- Produce press-ready visual materials including imagery, graphics, and video.
- Assist with the planning and visual documentation of media events, press nights, and VIP events.
- Support copy creation for brochures, newsletters, blogs, and digital content.

DESIGN, PRINT & VENUE DISPLAY

- Lead on the commissioning, design, production, and distribution of print materials.
- Ensure all Front of House and venue display materials are current, visually strong, and well presented.
- Maintain strong relationships with print suppliers and oversee timelines and quality control.

This list is for guidance only and is not exhaustive. The post holder will also be required to carry out other reasonable duties as required by the line manager.



PERSONNEL SPECIFICATION

ESSENTIAL CRITERIA

Either:

- A degree-level qualification plus a minimum of 1 years' experience in a Marketing, Design, or Communications environment;
- OR
- 2 years' experience in a Marketing, Design, or Communications environment.

Additionally:

- Proven experience creating high-quality visual content across digital and print.
- Proficiency in Adobe Creative Suite, including InDesign, Photoshop, and Premiere Pro.
- Experience producing video content (filming, editing, exporting, and optimising for platforms).
- Experience of digital marketing and social media management.
- Excellent copywriting and communication skills.
- Strong organisational skills with the ability to manage multiple projects and deadlines.
- Excellent IT skills.

DESIRABLE CRITERIA

The following qualities or experience are also desirable:

- Experience with Public Relations or supporting PR activity.
- Experience with additional design tools (e.g., Canva).
- Experience using Craft CMS or a similar web CMS.
- Experience working within the arts, cultural, or creative industries.
- Experience managing budgets.
- Experience working with external PR, media buying, website, or creative agencies.
- Knowledge of or interest in theatre.

PERSONAL QUALITIES

Successful applicants will be able to demonstrate the following qualities:

- A demonstrated creative flair and strong eye for visual design.
- Proactive, self-motivated, and able to take the lead on creative projects.
- Excellent teamwork and collaboration skills.
- Strong attention to detail and commitment to high production standards.
- Ability to respond positively to feedback and work within brand and campaign parameters.
- Passion for great design, storytelling, and audience engagement.

HOW TO APPLY

Please complete and submit our **Application Form**, available on our [website here](#), quoting the reference 25LT27 in the subject heading, to recruitment@lyrictheatre.co.uk.

You must also complete our **Equal Opportunities Monitoring Form** by clicking here - <https://forms.office.com/e/nzfVg9wAe5> and entering the same reference 25LT27

Failure to complete and submit an application form that demonstrates how you meet the criteria will result in your application being disqualified. Canvassing will disqualify.

Closing Date

Midday on 18th Dec 2025. We reserve the right to extend the application deadline, if required, to ensure a comprehensive selection process and attract a strong pool of candidates.

Accessibility

If you require the application in a more accessible format or would like to discuss your application further, please contact recruitment@lyrictheatre.co.uk as soon as possible. We will endeavour to assist with your requests.

Shortlisting

Only those applicants who appear, from the information provided, to be the most suitable in terms of the selection criteria may be called for interview. It is the applicant's responsibility to demonstrate clearly in their application **how** they satisfy the published selection criteria. It is essential that applicants provide evidence of **how** they meet the selection criteria, giving examples and specifying exact dates as appropriate. All applications for employment are considered strictly based on merit.

Guaranteed Interview Scheme

We are committed to fostering an inclusive workplace and actively supporting under-represented groups. If you identify as disabled and **meet all essential criteria** for this role, you may request to be considered under our Guaranteed Interview Scheme, and we will guarantee you an interview. Please indicate this on your application form.

Please note: this guarantees an interview, not a job offer. All appointments are made on merit.

Interviews

Interviews are planned for week commencing week 5th January 2026

Disclosure

1. If you are successful after shortlisting, depending on whether you will be working with children and/or vulnerable adults, you will be required to undergo an ACCESS NI check.
2. If you are required to undergo an Access NI check, a copy of their Code of Practice will be made available to you.
3. You will also be required to disclose any unspent criminal convictions as defined by The Safeguarding Vulnerable Groups NI Order 2007 & The Rehabilitation of Offenders (NI) Order 1978. The Lyric theatre has a policy on the Recruitment of Ex-Offenders which can also be made available to you.
4. Disclosure of a criminal record will not necessarily be a bar to obtaining the position within the Lyric theatre. You will, however, be asked to disclose if there is any reason why you cannot work in regulated activity with children or vulnerable adults.

The Lyric Theatre is an Equal Opportunities Employer.

We particularly welcome applications from People of the Global Majority, disabled and LGBTQIA+ candidates who are under-represented across the sector.

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