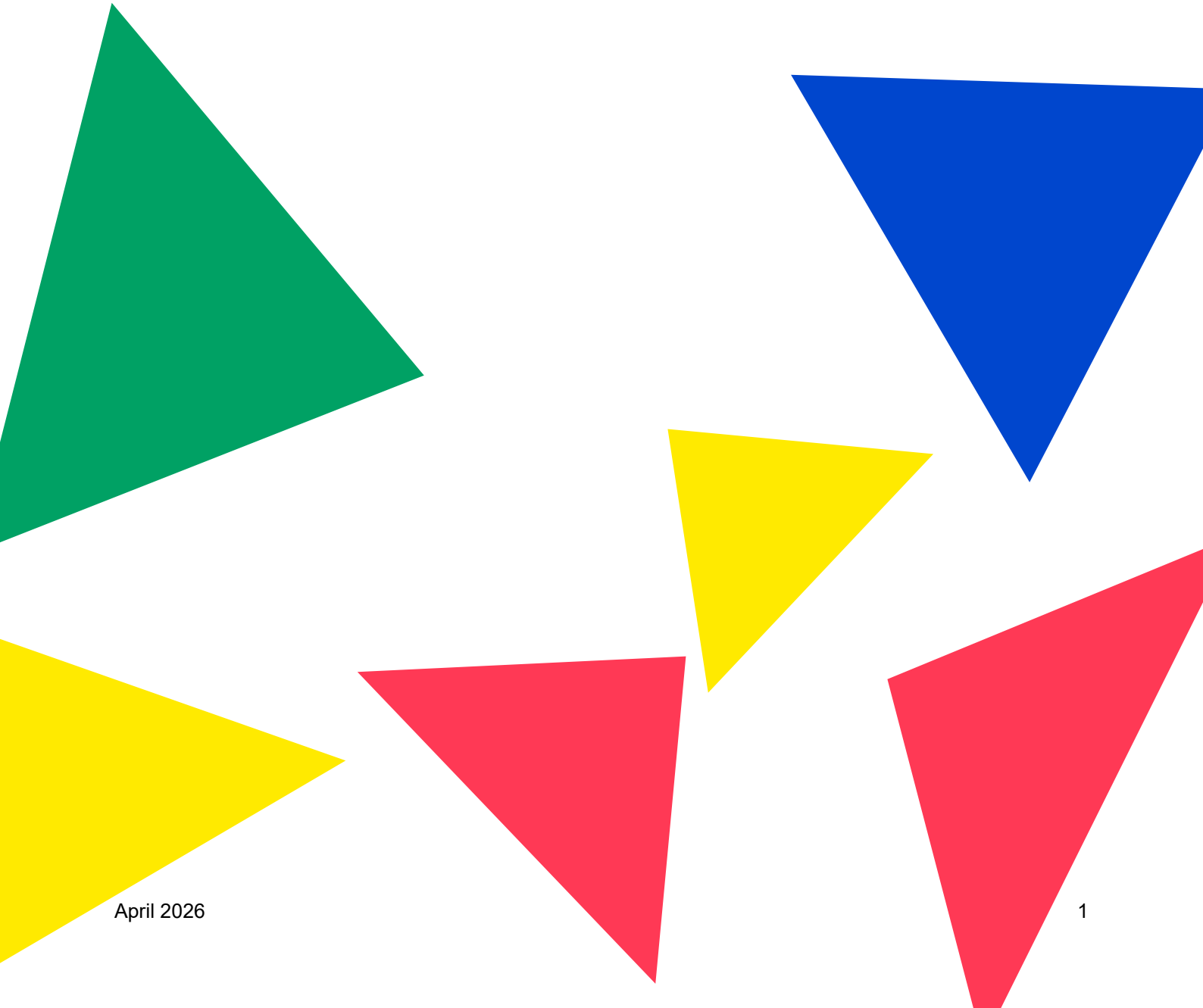


MERCURY

Audience and Insights Manager





Welcome from the Executive Director

Thank you for your interest in the Mercury Theatre and the new role of **Audience and Insights Manager**.

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

We are looking for a dynamic and innovative Audience and Insights Manager to join our team. With a passion for engaging and developing audiences for our theatre and studio programmes, alongside promoting our new café-bar and hireable spaces.

In this pack you will find:

- Background information on the Mercury Theatre Colchester
- Job description and person specification
- Information about living in Colchester
- 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, and 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 June 2021 with 541 seat theatre, a 98 seat studio theatre, full on-site workshop and wardrobe facilities, rehearsal rooms and creative learning studios and a fully renovated café bar 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.

In the recently nominated City of Colchester, 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 Houlton 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, its 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 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 resort 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 city check out <https://www.visitcolchester.com>



Job Description

Job Title	Audience and Insights Manager
Department	Marketing and Communications
Responsible to	Marketing and Communications Director
Responsible for	Community Ambassadors
Key working relationships	Head of Development and Partnerships Executive Director Artistic Director Commercial and Operations Director Ticket Sales Manager Creative Engagement team

Main Purpose:

The Audience and Insights Manager will work closely with the Marketing and Communications Director to develop a new audience development strategy. They will plan and deliver audience development activities 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. The Audience and Insights Manager will monitor audience data providing insights into the patterns and behaviours of our audience to the Senior Leadership team, marketing and development departments.

The Audience and Insights Manager works with team members across the organisation to create, implement and monitor marketing campaigns; support the Marketing & Communications Director in understanding the audiences for each season and the productions within it; continually developing and innovating across all campaigns; and lead on specific projects, as required.

Key Responsibilities:

Audience Development

- Develop a new three year Audience Development Strategy in collaboration with the Marketing and Communications Director
- Create, manage and deliver creative and innovative audience engagement campaigns for Mercury activities
- Develop new audience focused 'products' to encourage repeat bookings and sales to include multi-buy ticket offers across seasons
- Seek out Group sales and tour opportunities
- Build relationships with theatre 'Clubs' for audiences with talks and events
- Work with the Education Producer to facilitate School and Youth Group Sales
- Create a new Community Ambassadors Scheme training volunteers to carry out outreach and make presentations to local community groups and attend events
- Work with the Marketing team to devise appropriate marketing and sales campaigns for the above
- Assist in initiating activities to maximise audience retention by implementing innovative post-show email campaigns
- Take an active lead in the development of activities to engage with new audiences

Audience Insights

- Provide useable audience insights to the Senior Leadership team

- Analyse existing data and recommend segmentation and audience profiles
- Commission audience data, segmentation and sales profiling reports
- Work with Ticket Sales Manager to train Box Office and Front of House Staff in collecting and utilising data
- Work with others in the Marketing team to interpret the post-show analysis to inform future campaigns and better understand our audience
- Being an active part of the department managing the promotion of all activities of the Mercury including the Café bar, commercial ventures and creative engagement activity

Digital

- Assist with the delivery of the design of digital marketing collateral
- Assist with the filming and editing of short and engaging video content to a high standard ensuring there is high quality content for online platforms to engage new and existing audiences
- Assist with ensuring the Mercury Theatre website is up to date with a regular flow of information
- Actively contribute to the development of innovative ideas and new initiatives as part of the Mercury's ambitions to push boundaries and experiment with new ways of working

Relationships/Management

- Build and maintain productive working relationships with community groups, special interest and school groups, corporate partners, tour organisers and Creatives, Freelancers, Visiting Companies and all Mercury departments
- Deputise in the Marketing Manager's absence

Equity and access

- Represent the marketing team at regular Access Committee meetings
- Assist with ensuring marketing collateral is accessible and sustainable in all formats

General duties

- Be aware of news and changes within the theatre industry, in arts marketing and in broader digital communications.
- Seek out and highlight to the Marketing and Communications Director training opportunities that ensure that individual skills of the department are being developed and kept up to date across all areas of marketing activity
- Maintain a detailed working knowledge of the Theatre's wider artistic programme, including all of its creative learning and talent development activities
- Act as out of hours duty contact for group bookers as scheduled by the Marketing and Communications Director
- Assist the customer experience team with ticket sales as required
- Maintain positive and effective relationships with colleagues across the organisation.
- Participate actively as a member of the marketing team
- Attend and contribute to staff meetings and/or training sessions
- To adhere to all Mercury Theatre policies included Safeguarding, Health and Safety and environmental policies
- To maximise income and minimise expenditure whilst ensuring high quality delivery

- Attend and contribute to staff meetings and/or training sessions
- Undertake any other reasonable duties as directed by the Head of Marketing and Communications and 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

Professional competencies

Essential

- Experience in connecting with audiences for an arts, entertainment, leisure activities
- Experience in marketing for an arts, entertainment, leisure or other service organisation
- Familiarity with Microsoft Office software including Word and Excel and Teams
- An accurate and thorough approach to work with attention to detail and excellent proof-reading skills
- Excellent copy writing skills
- Experience in data analysis and providing useful insights from that data
- Analytical skills and experience of using database 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
- Creative flair with an understanding of and desire to create innovative audience engagement campaigns

Desirable

- Proven experience of using Spektrix or similar ticketing software
- Interest in theatre and/or the arts
- Familiarity with graphic design packages, such as Canva, Photoshop, and video editing and production for use on websites
- Clean driving license

Personal qualities

- Self-disciplined, organised and self-motivating
- Ability to work in a team, contributing ideas, supporting other team members and taking direction
- Excellent time management skills and the ability to manage competing deadlines and priorities
- Adaptable and receptive to new ideas and initiatives
- Ability to work under pressure and manage competing deadlines
- Excellent interpersonal skills with an ability to listen, build rapport and communicate with people at all levels

Outline of terms and conditions

Salary: £28,000 to £30,000 per annum depending on experience

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 may require the successful candidate to work unsocial hours on occasion.

Annual leave:	Annual leave entitlement is 20 days for each holiday year plus statutory Bank Holidays. When you complete one year of employment, your holiday entitlement will increase by one day each year thereafter to a maximum of 25 days per annum.
Probationary period:	Three 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:	Should your post have regular contact with children and/or vulnerable adults a DBS check will be required
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
- A completed equality and diversity monitoring form

Applications should be submitted via Staffology: [here](#) by **10:00am on Tuesday, 19 May 2026**. Interviews will take place over Tuesday, 2 June 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