

**THEATRE
CENTRE
FUTURE
MAKERS**

MARKETING MANAGER

JOB PACK

INFO

JOB TITLE	Marketing Manager
REPORTS TO	Artistic Director (AD) and Executive Director (ED) /CEO
LINE MANAGER	Executive Director/CEO
RESPONSIBLE FOR	Freelancers, work experience placements
SALARY	£30,000 pro rata
CONTRACT TYPE	Permanent, 4 days a week

OVERVIEW OF THE ROLE

The Marketing Manager is a central role in the company, co-ordinating our marketing and communications across all our work. You will lead on institutional marketing and audience development, and support fundraising initiatives through database management and the creation of assets which tell our story to existing and new supporters. You will design and lead on our marketing strategy, with high-level input from our Marketing Consultant, and all campaigns, managing our social media presence, and will be the creative force behind our brand identity. You will work closely with the young Future Makers we work with to ensure all our comms are young people-focused, energetic and relevant and reflect the values and personality of the work and the company. You will be the company's comms analyst, working with the Enterprise Manager to ensure we use our data and analytics effectively and that our sales campaigns and customer engagement work are dynamic and responsive.

THIS PACK CONTAINS

- About Theatre Centre, Future Makers and Our Vision
- Job Specification and Person Specification
- Outline of Terms and Conditions, Access & Inclusion, Sustainability
- How to apply
- Key dates

WHO ARE WE?

Based in The Albany, we're a theatre company that makes shows with and for young people, touring into schools and theatres, as well as working with young people in other settings.

We commission new work from exciting writers and artists and tour this work into schools and theatres across the UK. We also run programmes to bring young people, artists and practitioners together to develop skills, explore big ideas and to make work together, developing young people as artists, creatives, active citizens and leaders. Our work is all about amplifying the voice of young people, working with young people to develop a sense of agency and empowerment, and to tell stories that are relevant, authentic and relatable.

Founded in 1953, we are an acknowledged leader in our field and our practice continues to evolve. Theatre Centre is predominantly a Learning Organisation and has an embedded culture of developing and nurturing everyone involved in or touched by the work.

We are an Arts Council England National Portfolio Organisation, ITC Ethical Manager, an active member of Stage Sight, a Living Wage Employer and a Disability Confident Employer.

Our Vision

That young people are empowered through theatre to find and use their voices and ideas to make change in their lives and in the world around them, and that, through opportunities for creative activity, they explore and use their creativity to develop their potential as active citizens and leaders in the community and in society.

We are committed to working inclusively and serving our local and national communities, particularly those that are under-served, under-represented, and under the radar. We work hard to remove economic and social barriers to engagement and to ensure our geographic reach prioritises areas where these kinds of cultural offers do not normally reach. We see equality and representation as the foundation of a fair society and work to dismantle systemic injustice and exclusion in all we do.

You can read more about how we translate this into action in our [Business Plan 201/22](#).

WHAT'S FUTURE MAKERS?

We've always worked with exciting writers and artists, but we have recently launched Future Makers, a whole new way of working to develop young people as artists, creatives, active citizens and leaders. It is the core of all of our work and is the key to the way we unlock our young people-centred practice in schools and in our national and local communities.

Future Makers aims to radically change the way of working between young people, artists and teachers, allowing for complicated conversations to happen, maybe revolutions to start, and even a show or two to be made. Young people, artists and teachers work together as peers to develop skills and share big ideas.

The impact Future Makers will have on Theatre Centre will include:

- increasing the number of young people we engage with;
- deepening our relationships beyond the life of one project;
- driving the creative process and output through genuine collaboration;
- increasing the range of opportunities for young people to progress with us;
- engaging young people, artists, teachers, practitioners in the making of all our work;
- being the engine room where we find and develop our touring work.

Future Makers allows us to open up creative spaces where everyone in the room is valued for what they bring. It ensures young people have an equal stake in the development of our work, shaping their own experience and that of Future Makers to come. Everyone, including our staff and Trustees, are Future Makers.

Future Makers activities run all year and provide young people, artists, and teachers with space to learn, explore, share, and connect. Future Makers takes place in many different ways, including in-person in our Lewisham home, where it is free and open for all young people living in or going to school or college in Lewisham.

JOB SPECIFICATION

Working closely with the AD and ED, you will be responsible for the marketing and communications across all our work including our national schools touring and Future Makers, the creative backbone of our practice and output.

You will lead on the following areas:

MARKETING COMMUNICATIONS:

To research, co-ordinate and deliver marketing campaigns across a variety of projects and productions, working closely with venues and partners.

AUDIENCE & CUSTOMER DEVELOPMENT:

To lead on audience development strategies and customer relations based on data capture and analysis, including our work locally and nationally with young people through Future Makers, and with schools and teachers.

DIGITAL:

To lead on developing Theatre Centre's digital presence with specific responsibility for brand identity, social media presence, developing our website and identifying digital opportunities to build our profile and expand our networks.

INSTITUTIONAL MARKETING & PRESS:

To seek opportunities to highlight the work of Theatre Centre to press, industry peers and partners, raising the profile of the company and its work to attract new and existing stakeholders - artists, educators, programmers, delivery partners, audience members, participants, sponsors and funders.

CRM:

To manage and lead on the effective use of our new CRM in your own area and across the team, enabling us to develop and maintain strong relationships with all customers, supporters and stakeholders and to use our data to support our business operations. Additionally, you will coordinate our training needs, whether in-house or external, through Good CRM.

GDPR: You will keep our GDPR policy and operations up to date, ensuring effective systems to protect data and provide in-house training for the staff team and freelancers.

JOB SPECIFICATION (CONTINUED...)

MARKETING COMMUNICATIONS

- Design and deliver all marketing campaigns and communications for Future Makers work and national tours.
- Liaise with venues and partners regarding the marketing of Theatre Centre tours and projects, meeting deadlines and fostering good relationships.
- Lead on commissioning graphic design, image and print requisition for all work and create assets for use across a range of digital / non-digital platforms.
- Co-ordinate the creation of all production photography, video content and artwork.
- Be Theatre Centre's brand guardian, maintaining our external communications and advocating for this across the organisation.
- Keep up-to-date with developments in arts marketing via a network of peers and industry groups.
- Manage marketing budgets in liaison with the Executive Director

DIGITAL:

- Review and revise the company's Digital Marketing Strategy and lead on communications across all social media channels.
- Spearhead and champion the development of the website, e-commerce platform and online identity, and be responsible for the day-to-day management.
- Co-ordinate and compile regular newsletters for both our mailing list and Donors.
- Curate and create digital content including blogs, photography and video.
- Manage, analyse and report on key digital tools and statistics, including Google Analytics, Google AdWords and social media metrics.
- Oversee and update Theatre Centre's archive and photo library.

INSTITUTIONAL MARKETING & PRESS:

- Work with our PR (currently Chloe Nelkin Consulting) to prepare and send press releases, secure press coverage.
- Contribute to and co-ordinate advocacy campaigns to highlight Theatre Centre's mission and activities.
- Co-ordinate the production of a range of digital and physical assets that tell Theatre Centre's story – i.e. Annual Review, published play scripts, programmes and teaching resources.
- Recognise opportunities for Theatre Centre to take part in wider conversations around the arts, education and young people, ensuring we are a leading voice in these fields.

JOB SPECIFICATION (CONTINUED...)

AUDIENCE & CUSTOMER DEVELOPMENT:

- Create and operate an ongoing Audience Development plan, with input from the ED and from our Marketing Consultant where required, across Future Makers work and schools touring, identifying our different audiences and customer bases.
- Contribute to the ongoing research into market trends and customer consultation, feeding it into campaign development, together with the Enterprise Officer.

CRM & GDPR:

- Responsible for the CRM and the relationship with Good CRM (provider) including all aspects of the flow and management of stakeholder, donor, audience and customer data, both in terms of operations and of security.
- Responsible for the company's ongoing relationship with GDPR, maintaining compliance with legislation and providing in-house training to staff and freelancers, as required.

YOU WILL SUPPORT THE FOLLOWING AREAS:

- With the Artistic Director, develop plans to communicate with supporters, corporate and individual donors and other stakeholders, and contributing to the producing of events.
- Supporting reporting to Trusts and Foundations, including management of contacts.
- Creating resources and assets to tell our story, make the case to funders and supporting the ED and others in the writing of funding bids.
- Contribute to Theatre Centre's evaluation processes
- Support the day-to-day running of the Theatre Centre office

TOGETHER WITH THE REST OF THE THEATRE CENTRE TEAM YOU WILL:

- Support our commitment to access, inclusion, representation and diversity.
- Support our commitment to being a Learning Organisation in all operations.
- Develop positive and effective working relationships with colleagues and Trustees.
- Uphold and operate according to all Theatre Centre's policies and procedures.
- Practice the collaborative and inclusive core values articulated in the Business Plan.
- Share and practice our four principles of working: to be Open, Kind, Present, Bold.
- Represent Theatre Centre at events as required.
- Undertake any other duties as may be reasonably requested by the AD and ED.

PERSON SPECIFICATION

Please address as many of these points as you are able to and demonstrate where you have experience or can provide evidence of your approach. Please note, we are aware there are skills listed below that applicants may not have directly experienced before and we are very open to providing training to fill these gaps for the right person.

VALUES

- Passionate about opening up creative opportunities for young people.
- Values driven and committed to access, representation and inclusivity.
- Collaborative and creatively generous.
- Excited to tell the story of the company's work and impact.
- Interested in building connections between different areas of creative work.
- Committed to transparency and openness.
- Proactive and front footed, seeing change as a positive driver and an energiser.

ATTRIBUTES

- Combining a creative brain with a logistic approach, innovative and creative thinking.
- An imaginative and creative approach to keeping comms fresh and relevant.
- An eye for detail and demonstrating real care for the way we talk about the work.
- Ability to communicate enthusiasm and to engage a wide range of different stakeholders, Future Makers, freelancers and partners.
- Good listening skills and an ability to manage several workflows.
- Relationship building and partnership management.
- Flexibility and adaptable to changing demands and new challenges.
- Ability to act on initiative and communicate well across the team.
- Interest in promoting youth voice, youth activism and/or supporting youth-centred issues.

SKILLS AND EXPERIENCE

- Excellent communication, verbal and written, adapting for different audiences.
- Organisation, project management and scheduling.
- Good time management and prioritisation.
- Financial management and budgeting.
- Ability to create long term strategic plans.
- Previous experience working in an arts / creative or educational environment.
- Campaign design and management.
- Strong copywriting, editing and proof-reading skills.
- Good sense for design and attention to detail.
- Ability to work to tight deadlines.
- Experience managing social media and creating content for digital channels such as videos and photography
- Knowledge of digital tools such as Google AdWords and Google Analytics
- Interest and/or experience in data analysis and reporting
- A keen sense for design and attention to detail
- Proven campaign design and management skills.
- Strong copywriting, editing and proof-reading skills.
- IT skills, knowledge of design packages and use of CRM.
- Ability to brief and work with graphic designers, illustrators, photographers, videographers, web developers and freelancers.
- Ability to network and form contacts across the arts and creative industries
- Knowledge of contemporary participatory arts practice.

TERMS AND CONDITIONS

CONTRACT TYPE	Permanent, 4 days per week.
HOURS:	28 hours per week (of a 35 hour week) excluding breaks. Normal office hours Mon-Fri 10am-6pm, however flexible working hours will be necessary to fulfil the duties of the role. Evening and weekend work may be required.
SALARY	£30,000 pro rata, paid monthly on the 15 th of each month.
TIME OFF IN LIEU	No overtime is paid but we operate a time off in lieu policy.
ANNUAL LEAVE	25 days a year plus bank / public holidays. Some holidays may be scheduled by the company.
PROBATIONARY	3 months (can be extended up to eight months).
NOTICE PERIOD	1 calendar month (1 week during probationary period).
PENSION	Employer contribution of up to 5% towards employee's or company-nominated stakeholder pension scheme.
GENERAL	Theatre Centre's office is at The Albany, London, SE8 4AG. Enhanced DBS (Disclosure and Barring Service) clearance applies. We're open to discussing flexible arrangements including working from home, allowing for the above and in-person activities.
OTHER BENEFITS	A minimum of two training opportunities per year. Season ticket loan scheme. A personal 'go see' theatre allowance. Annual company dinner. Membership of the Arts Marketing Association

ACCESS & INCLUSION

We are particularly keen to hear from applicants from communities that are underrepresented in the cultural workforce including applicants from the global majority and those whose lived experience reflects the communities we work with. We guarantee to interview any disabled applicant who meets the minimum criteria for the post and have a budget to support access.

ACCESS STATEMENT: As part of our commitment to making our working environment as accessible and supportive as we can, we invite all our staff members to create an Access Statement to use as a basis to explore reasonable adjustments and flexible arrangements.

SUSTAINABILITY: We are committed to Environmental Sustainability, and this is reflected in the creatively in our work we make with young people and operationally as we reduce our carbon and waste footprint wherever possible. We use the Green Book as a resource and support all staff to reduce, reuse, recycle. Theatre Centre has declared a [Climate Emergency](#).

HOW TO APPLY

There are a number of options for make your application.

To apply, use our application portal [HERE](#) - and either

- Download the written application form [HERE](#) and upload that in our portal
- Or upload a Voice Note, or Video, or Presentation,
- If something better works for you feel free to email niamh@theatre-centre.co.uk and let us know.

You will also be able to upload your CV in the application portal.

You must complete this Equal Opportunities Form [HERE](#) along with your application.

We use a criterion-based scoring system to shortlist and we will make decisions based on what you tell us about how well your experience, skills and interests align with the Person and Job specifications. Your application will be read by at least two people.

We will offer feedback to all unsuccessful candidates at each interview stage. We are sorry but we will not be able to offer feedback to applicants who are not shortlisted for interview.

KEY DATES

Zoom drop in Q&A:	4-5pm Friday 24 th September 2021
Deadline for applications:	10am Monday 4 th October
First interviews:	Monday 11 th October
Second interviews:	Friday 15 th October