



Marketing Officer

Information Pack

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liveandlocal.org.uk

Job Description (Marketing Officer)

The Marketing Officer supports the Marketing & Communications Manager in all aspects of marketing and communications, with specific responsibility for print management, communications (delegated elements of PR and media/press function, including digital media) and Big Picture Show community cinema marketing, and will deputise for the Marketing & Communications Manager (MCM) in their absence. Access to continuous professional development opportunities is encouraged. The post is line-managed by the Marketing & Communications Manager.

Marketing

The Marketing Officer is responsible to the MCM for providing marketing and publicity support for Live & Local's activities and projects, delegating tasks to the Marketing Assistant as appropriate:

- Sourcing/writing copy and sourcing images for marketing support materials, digital marketing, direct mailings, in-house print production, What's On Brochures and special projects;
- Liaising with external design and/or print service providers to ensure production of the biannual What's On Brochures within budget and to deadline;
- Distributing Brochures, liaising with external distribution service providers as appropriate;
- Maintaining accurate and up to date marketing and communications contacts databases;
- Implementing and collating audience development and market research projects.

Print Management

Co-ordinating the ordering, overprinting and delivery of print materials within budget and deadlines and supervising the Marketing Assistant in these tasks:

- Liaising with companies for quantity and delivery of flyers/posters; agreeing and drafting overprinting details with local promoters; overprinting and distributing print to promoters, liaising with external postal/distribution service providers as appropriate and managing postal account(s);
- Designing in-house print publicity materials for events and projects as necessary;
- Drafting, printing and distributing event tickets and marketing support materials to promoters.

Communications Plan

The Marketing Officer is responsible to the MCM for implementing, monitoring, evaluating, and updating the Communications Plan, delegating tasks to the Marketing Assistant as appropriate:

- Developing and maintaining stakeholder contacts lists; writing, distributing and following up stakeholder communications;
- Developing and maintaining media/press contacts lists; developing and maintaining relationships with national, regional and local press and media; writing and following up press releases;
- Drafting and submitting online and offline event listings;
- Co-ordinating media interview opportunities as appropriate.

Digital Marketing (Website, E-mail & Social Media)

Supporting the Marketing & Communications Manager in:

- Maintaining and updating the Company website;
- Creating and posting e-mail and social media campaigns;
- Developing and maintaining other online publicity - external site links, competitions etc.;
- Collating and reporting regular statistics for website, email and social media campaigns.

Programme Development

Supporting the Marketing & Communications Manager in:

- Researching shows for the live performance programme;
- Administering the GAS artist/show scouting scheme, researching, attending and reviewing shows.

Promoter Support

Supporting the Marketing & Communications Manager in:

- Developing and producing support materials for the annual Live & Local show menu and promoter meetings;
- Developing and delivering appropriate marketing support and sales materials;
- Developing and delivering regular learning opportunities for CTS and BPS promoters;
- Providing support and advice to promoters for their forthcoming events;
- Attending, supporting and reviewing events, undertaking audience surveys and mailing list sign-ups.

General Duties

Duties and responsibilities concomitant with overall job role relating to:

- Answering and making telephone calls, sending emails and responding to enquiries;
- Inputting monitoring information into Live & Local databases;
- Preparing and sending out routine correspondence to promoters and companies;
- Other reasonable duties as deemed necessary.

Person Specification

Essential	Desirable
<i>These are the minimum criterion needed for the job and the job cannot be done without meeting these criteria.</i>	<i>The job could be done without meeting these criteria but will be considered if more than one candidate satisfies the essential criteria.</i>
Experience	
<ul style="list-style-type: none"> • Minimum 2 years' experience in an employed arts marketing role • Minimum 2 years' experience of working within an office based, team environment • Experience of copywriting within an <u>arts context</u> • Experience of providing high standards of customer service • Experience of managing print production 	<ul style="list-style-type: none"> • Experience of organising and running arts events • Experience of website content management systems and procedures (CMS) • Experience of using online email marketing solution(s) (e.g. MailChimp) • Experience of web analytics • Experience and understanding of digital / social media platforms for marketing / communications within a job role • Experience of writing press releases and of establishing and maintaining good media relations • Experience working with volunteers and / or voluntary organisation(s) within a professional role • Experience of supervising junior staff • Experience of undertaking research projects and of collating complex information into reports
Skills	
<ul style="list-style-type: none"> • Confident and competent IT user • Excellent skills working with MS Word, Excel, Outlook and internet browsers • Excellent telephone manner • A high level of accuracy and attention to detail for proof reading and data input • Creative / innovative flair and a good visual sense with an eye for strong graphic design • Good interpersonal skills and friendly outgoing disposition • Ability to provide clear feedback to colleagues • Ability to work effectively and methodically under pressure, to tight, multiple deadlines 	<ul style="list-style-type: none"> • Skills in desk top publishing (e.g. Publisher, InDesign) and image editing (e.g. Adobe Photoshop) • Data management, analysis and presentation skills • Project management skills
Education/Qualifications	
<ul style="list-style-type: none"> • Excellent written English skills with at least an A Level in English and good numeracy skill with at least a GCSE in maths (or equivalents) • Willingness to learn new skills and undertake training 	<ul style="list-style-type: none"> • Track record of undertaking training in areas relating to the job role
Arts	
<ul style="list-style-type: none"> • Passion for the arts with a record of attending a variety of arts events on a regular basis • Interest in and commitment to making arts accessible to all community sectors 	<ul style="list-style-type: none"> • Ability to critically assess performing arts / film for Live & Local's programme
General	
<ul style="list-style-type: none"> • Understand our objectives and ethos • Prepared to work occasional unsociable hours (evening / weekend) 	<ul style="list-style-type: none"> • Working knowledge of the geographical areas we cover • Current driving licence and access to a car

Terms and Conditions

The post is offered as a salaried position as an employee of Live & Local Ltd. The post will be subject to Live & Local's standard Terms and Conditions of Employment for 2018/19

Salary: £19,623 per annum (1.0FTE/35 hrs per week) with supplementary payments for additional weekend and unsociable (evening) hours worked.

Pension: Employers contribution of 1% of Pensionable Earnings.

Start Date: Latest: June 4th, 2018. Earliest: April 9th, 2018.

Hours: 35 hours per week. Within these parameters you are permitted to attend work flexibly within the Live & Local flexi-time framework.

Additional Weekend and unsociable (evening) hours are part of this job.

Hrs: Additional agreed duty hours, i.e. work that is part of required duties, are paid at an hourly rate commensurate with an employee's annual salary. Additional agreed show attendance hours are paid at a fixed rate plus expenses.

Line Manager: Gary Prestwich, Marketing & Communications Manager

Leave Year: 1st April 2018 to 31st March 2019.

Statutory entitlement: Your statutory entitlement is 28 days in the leave year. Bank and public holidays are included in the statutory entitlement.

Flexi-time scheme: Your entitlements under the flexi-time scheme are:

- Max 1-day flexi-leave in each 4-week period
- Max 3 additional 'banked' leave days per year
- Carry-over limits of 12 hours credit or 6 hours debit weekly within an accounting period, and 12 hours credit or 4 hours debit between accounting periods.

Performance review: Annual full appraisal with 6 monthly interim reviews.

Termination: Termination of contract would be one month on either side;

Application Procedure

The online application form is available at www.liveandlocal.org.uk. Please submit completed form no later than **noon on Wednesday 25th April**

We can only accept application forms submitted online.

Interviews will take place on **Thursday 3rd May** in Warwick

Please provide names of two referees with your application. Their details should include name, organisation, email address, telephone number and their relationship to you.

Please clearly explain how your skills, experience, training and knowledge make you suitable for this position and address each of the points in the Person Specification in the application section of the application form.

If you have not heard by 5pm on **Thursday 26th April**, you may assume that you have been unsuccessful.

NB: We only provide feedback to candidates who are interviewed.

About Live & Local

'I like being part of bringing professional theatre into a small community and putting a bit of heart into the place.' Local Volunteer Promoter

'Good fun, good value, unusual performances in places we wouldn't normally go to. The 'action' is near to the spectators and so we feel more involved.' Audience Member

Our Mission: Live & Local works with voluntary groups and professional artists to create new audiences for the arts and to build stronger communities.

Our principle activity is the support of a high quality curated live performance programme in partnership with voluntary groups – the community touring scheme (CTS) - under the tagline slogan 'Surprising shows in surprising places'.

Currently the schemes cover Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire, Rutland, Staffordshire, Warwickshire and Worcestershire. We support approximately 500 live events per year.

We also run other mutually supportive programmes to provide greater resilience to the organisation and to ensure we meet the needs of current and potential stakeholders:

- Big Picture Show (BPS) community cinema network – currently supporting approximately 260 community film screenings per year in Staffordshire and Warwickshire, but growing rapidly;
- DART (Developing Artists in Rural Touring) - artist development programme;
- Rural Artworks (RAW) - arts led community cohesion projects.

The scheme started in 1987 in Warwickshire and incorporated as a Company limited by guarantee in August 1994. The full CTS and BPS network comprises over 300 voluntary groups across the eight counties (predominantly rural but some urban).

'People surprise themselves by coming to things they wouldn't normally dream of coming to!' Local Voluntary Promoter

'Brilliant event! Live & Local continues to offer superb entertainment.' Local Voluntary Promoter

'The whole company feel it was extremely successful and appreciated that this was due in no small measure to the input from all at Live & Local.' Theatre Company

About our Work

www.liveandlocal.org.uk

www.bigpictureshow.org.uk

<http://developingartistsinruraltouring.wordpress.com/>

About our Marketing & Communications

Live & Local's events are partnerships between the knowledge and commitment of local voluntary (promoter) groups and the professional expertise of the Live & Local team. The local promoters choose and promote their events with our support – not the other way around. This provides unique marketing and audience development opportunities, and challenges – eight counties, 280 voluntary promoter groups, and 460+ performances of 100+ different shows per year and also 260+ film screenings.

To achieve this and the other Business Plan objectives we must keep our profile high across 44 local authorities and a large range of other current and potential stakeholders.

About our Funding

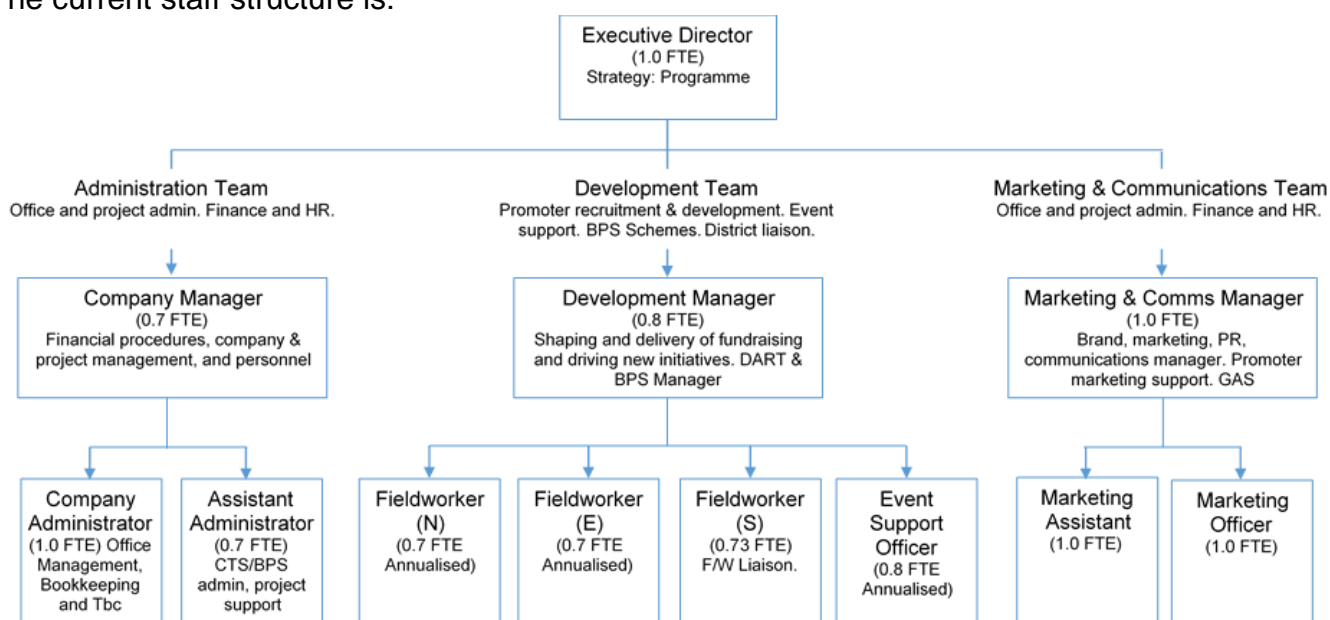
Live & Local is funded by a mix of local, regional and national bodies. We have retained our Arts Council England (ACE) National Portfolio Organisation (NPO) status in the recent funding round (until 2022), with application for the next round imminent. We are funded by six County Councils and 38 District and Borough councils. Some of this income is in the form of grants and some through partnership agreements with these local authorities. We also receive income from touring scheme box office receipts and from local contributions to specific projects. We also run a Friends Scheme.

We receive funding for the Big Picture Show community cinema network from the British Film Institute (BFI) and run a film screening network in Stratford District contracted by Stratford District Council

Staffing and Governance

Live & Local is a Company Limited by Guarantee with a voluntary Board of Directors (5-9 members) drawn from funders, users and artists involved with the organisation's activities.

The current staff structure is:



Office and Resources

- The company is based in Warwick in a 2nd floor (no lift) office suite.
- The office has a networked PC computer system with remote access facilities.
- The software packages include Windows XP, MS Office Professional XP (Word, Outlook, Excel, Access), DTP (Publisher) and Adobe Photoshop. We use Adobe Contribute web publishing software to maintain our current website;
- The performance scheme and mailing lists are managed by an in-house designed relational database program (on MS Access and SQL Server);
- We use the Mail Chimp bulk emailing solution to manage our email lists;
- We own five sets of portable digital cinema systems with 5:1 surround sound, 12 x 9 screens and digital projectors.

National Rural Touring Forum

Live & Local is a member of the National Rural Touring Forum (NRTF). Set up in 1997, the NRTF is an umbrella body representing approximately 40 community and rural touring schemes and arts development agencies, principally across England, but also in Scotland and Wales. The nationwide network of over 1,500 local voluntary promoters covers many parts of the country, from Cumbria to Cornwall. The rural touring sector has an annual turnover exceeding £1.5m, half of which is spent on artistic fees.

The NRTF is funded through membership fees and as an ACE National Portfolio Organisation. The NRTF aims to encourage the touring of high quality professional arts performances and events to rural communities and meet the needs of the member schemes.

The NRTF provides a wealth of experience across its membership as well as professional development opportunities for member schemes, market research and cross regional project development opportunities. Its annual conference provides an opportunity for people to meet and do business face to face. The profile of rural touring with policy makers and funders at all levels is raised through a programme of advocacy, using high quality, up-to-date research and statistics to help make the case for support.

The NRTF is currently working in partnership with The Place, one of the UK's premier contemporary dance centres, development specialists China Plate and Take Art, Somerset's rural touring scheme and county dance agency, on a major three year project to substantially increase dance touring in rural England, Wales and Scotland.

www.nrtf.org.uk

On Rural Touring

'Top quality entertainment... a good night out... the best events coming to a space near you.' The Guardian

'Rural touring is where the liveliest gigs happen, where the warmest friendships are made.' The Guardian