



Marketing and Communications Manager

- Salary Band:** £26,000-£28,000 per annum (depending on experience).
- Contract:** Full Time, Permanent.
- Entitlements:** Standard Contractual.
- Hours:** 5 days per week (37.5 hours), usual office hours are Monday to Friday 9am - 5:30pm. Some evening and weekend work may be required.
- Responsible to:** General Manager.
- Overtime:** No overtime payments; we operate a Time off in Lieu (TOIL) system.
- Annual Leave:** 21 days per year (plus Bank Holidays).
- Probation Period:** 6 months, with a 3-month review.
- Notice Period:** 3 months.
- Pension:** We operate a People's Pension scheme.

About the Actors Centre

The Actors Centre was set up by John Alderton, Sheila Hancock, William Hobbs and Clive Swift in 1978 with Sir Laurence Olivier as founding patron.

Now in its 40th year, the Actors Centre is the UK's leading organisation offering continual professional development for Actors throughout their careers. Working with some of the highest regarded international performers and coaches across theatre, film and television, we offer an unrivalled programme of innovative workshops and masterclasses for the professional development of emerging and established actors. The Tristan Bates Theatre is our flagship venue hosting an exciting year-round programme of theatre performance from emerging artists to world renowned companies.

The Actors Centre operates out of its own building in Covent Garden in the heart of the West End, London and is made up of several workshop/rehearsal spaces, the Tristan Bates Theatre, and the John Thaw Studio Theatre.

Mission: **Developing people who dare to create**

Values: **Innovative - Empowering - Professional**

Overview

This is a newly created role for an ambitious and multi-talented marketing and communications professional. The Marketing and Communications Manager will, with the support of the team, take full responsibility for developing and delivering the marketing strategies that allow the Actors Centre to reach its potential over the next few years. You will plan and implement all marketing and communications outputs, taking complete ownership of this area of work for the organisation.

The Actors Centre has established a great reputation over many years, which we will continue to develop with your help. The ability to understand and to celebrate all the different areas of our unique business, and to identify who our clients, our audiences and our future markets are is the key to success in this role.

Authentic and persuasive, you will be able to work autonomously with confidence, whilst maintaining great communications and relationships amongst our supportive team. You will be confident planning and implementing marketing campaigns, event-specific publicity and arts marketing. You will have creative flair and a great eye for detail. You will be an excellent networker, with a wide range of contacts you can call upon and have the strategic eye to identify and build key relationships for the business. You will have the ability to multi-task and see the bigger picture – keeping the day-to-day marketing going whilst working to a broader plan, weaving stories and case studies together across multiple platforms.

Main Responsibilities

The post-holder can expect their work with us to be varied. The list below is indicative, and not exhaustive.

- To undertake a rebrand of the organisation to include a refreshed visual identity and redeveloped website.
- To deliver the implementation of the organisational marketing, communications, PR, Social Media, Brand and Sponsorship Strategies to agreed timescales, budget and evaluate the return on investment/impact against KPIs.
- To work alongside the Creative Producer, General Manager, Theatre Programme Manager, Workshop Programme Manager, artists and companies to develop marketing and PR strategies for all performances/seasons at the Tristan Bates Theatre and the John Thaw Studio Theatre as well the wider Actors Centre Programme.
- Oversee timely and accurate provision of box office and other management information data to enable informed decision-making.
- To ensure that customer services and audience experiences (both front and back of house) are supported with the 'key brand messaging' to ensure reputation management and increased profile.
- Be the ultimate Brand Ambassador and guardian.
- Develop and maintain relationships with key stakeholder, clients, agencies, promoters, brand and marketing partners.
- Ensure that all contract obligations are met and lead on marketing/brand/PR agency selection, procurement and management.

- Manage the marketing budget and provide accurate and regular reporting to the Senior Management Team as required.
- Develop and implement a CRM platform that will enable customer profiling, plan marketing activities, develop and grow new audience and ticket / workshop sales.
- To manage contact lists/client databases carefully and appropriately and in line with the organisations GDPR Strategy and Privacy Policy.
- To be responsible for all communications channels (website, mailchimp, social media, PR, direct mailing).
- To manage and develop press opportunities as appropriate.
- To generate new business for the company – research, networking and meeting clients.
- To produce/create marketing collateral such as presentations, show-specific advertising, sponsorship packages
- To commission documentation (photography/film) of our work and manage its use for promotional/archival purposes.

Person Specification

Essential

- Demonstrable marketing experience at a strategic level
- Commitment to excellence and exceptional attention to detail
- Pro-active approach to work, able to think critically and creatively, reflect and adapt
- Excellent communication skills including networking and building relationships, communicating efficiently with team members, artists and companies
- Ability to write compelling, accurate copy
- Demonstrable sales experience
- Experience of developing/implementing successful and innovative marketing strategies and materials and commissioning more complicated marketing campaigns
- Ability to work independently under pressure managing time, competing priorities and resources in a structured way
- Excellent IT capabilities – including Microsoft packages, Googledocs and PowerPoint, Photoshop and design programs and WordPress
- Experience of working with PR and press
- In depth understanding of digital marketing, including audience segmentation, using insights to best effect, building social media following in line with specific marketing plans
- Budget experience.

Desirable

- Experience of developing and implementing an organisational Rebrand
- Understanding of current legislation particularly pertaining to GDPR compliance
- Experience of working within theatre, the arts and creative industries
- Knowledge of Salesforce database system.