



## **MARKETING OFFICER – JOB PACK**

### **EASTERN ANGLES THEATRE COMPANY**

Eastern Angles is the regional touring theatre company for the East of England taking work to around sixty different venues each year. Principally based in Ipswich, an historic Suffolk town with a vibrant and ever-expanding arts scene, a thriving university and museum and archives sectors on the verge of new expansions, our main office is well placed for anyone wanting a lively and enriching work environment.

Based in Ipswich, at The Sir John Mills Theatre, but also working in our satellite venue in Peterborough, you will help us tour theatre with a sense of place that pushes the boundaries of both arts and heritage.

This is an exciting time to join Eastern Angles as they expand their Ipswich base to open The Gatacre Centre – an arts and heritage centre, adjoining the Sir John Mills Theatre. Along with its NPO status, personal giving campaign (the Copperfield Programme), and its growing success with National Lottery Heritage funding, we are in a strong position to consolidate our unique role in the East of England.

Salary £19 - £22k depending on experience (with good pension and relocation).

Closing Date: Friday 15<sup>th</sup> November 2019. Interviews Tuesday 26<sup>th</sup> November 2019.

For an application pack visit the jobs section at [www.easternangles.co.uk](http://www.easternangles.co.uk), ring 01473 218202 or email [admin@easternangles.co.uk](mailto:admin@easternangles.co.uk)

This pack includes:

1. Welcome to Eastern Angles
2. Job Description
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## 1. WELCOME TO EASTERN ANGLES

Eastern Angles is the regional touring theatre company for the East of England. We create theatre with a sense of place, increasingly with community engagement, participation and learning as important elements of that work, and visiting around sixty different venues each year. Principally based in Ipswich, an historic Suffolk town with a vibrant and ever-expanding arts scene, a thriving university and museum and archives sectors on the verge of new expansions, our main office is well placed for anyone wanting a lively and enriching work environment.

Our company is in a strong financial position. With its NPO status granted until 2022, as well as a prospective bid to expand our accommodation, this is an exciting time to join our management team.

## 2. MARKETING SPECIFIC – JOB DESCRIPTION

<b>Job Title:</b>	Marketing Officer
<b>Salary:</b>	£19-22k depending on experience
<b>Location:</b>	Sir John Mills Theatre, Ipswich
<b>Responsible to:</b>	Engagement Manager
<b>Responsible to you:</b>	N/A

### MAIN DUTIES

- **MARKETING** – devising and running all marketing campaigns (both print and digital) to sell the company and its work
- **COMMUNICATIONS** – arranging and providing copy for media
- **EVENT SUPPORT** – providing support for special events and promotions
- **DIGITAL** – managing and providing digital content for our website and other digital media
- **AUDIENCE DEVELOPMENT** – exploring and creating new audiences across a wide spectrum
- **MERCHANDISING** – maximising our earned income
- **OTHER** – deputising and covering other posts in Front of House and Box Office

In particular the **Marketing Officer** will be responsible for:

**MARKETING** – devising and running all marketing campaigns (both print and digital) to sell the company and its work

- marketing all elements of the Company's artistic programme in collaboration with the Engagement Manager
- monitoring and controlling the marketing budgets for both production and long-term projects
- writing copy, sourcing artwork and liaising with printers to produce the company's marketing materials
- determining and arranging all marketing print distribution
- working with the Peterborough Project Manager to create and run specific Peterborough campaigns and projects, visiting regularly to keep in touch with developments in the city, and ensuring other campaigns reach Peterborough
- negotiating good prices on all outsourced services
- assisting venues and promoters to sell our touring productions

- directly promoting and marketing the company's own self-promoted events
- advising and assisting local groups hiring the SJM on their marketing
- arranging and co-ordinating promotion displays wherever possible
- visiting towns in the region with leaflets, posters and information for local box-offices
- arranging for the distribution and display of publicity as necessary

**COMMUNICATIONS** – arranging and providing copy for media

- pursuing and generating possibilities for media attention and press coverage
- arranging radio and TV interviews
- writing and sending regular press and other media releases

**DIGITAL** – managing and providing digital content for our website and other digital media

- continually monitoring and updating the company's website, including uploading events, galleries, writing news posts and editing content on CMS
- producing targeted e-flyers, e-newsletters, pre and post show email campaigns
- developing and managing our social media presence on Twitter, Facebook, Instagram & YouTube for Eastern Angles and running Twitter and Facebook for the Sir John Mills Theatre
- filming, editing and sharing video content, including the creation of promotional trailers
- creating digital advertising on Facebook
- analysing and reporting back website figures from Google Analytics, culture counts surveys and box office data.
- creating artwork for adverts both in print and online

**EVENT SUPPORT** – providing support for events and promotions

- organising and attending press nights – creating invites, promotional displays and welcoming guests
- supporting our sponsorship programme with hospitality backup
- co-ordinating promotion during sponsored projects and reporting to the sponsor

**AUDIENCE DEVELOPMENT** – exploring and creating new audiences across a wide spectrum

- nurturing existing audiences and developing new audiences as part of the company's on-going audience development programme
- maintaining current membership schemes, and supporting new initiatives for the Copperfield Programme including production of newsletters and organising events/meetings
- researching, keeping and presenting audience statistics and analysis, with particular reference to Arts Council England and Audience Agency segmentation criteria
- running relevant research projects, such as post show surveys, and reporting the results to Management Team and the Board

**MERCHANDISING** – maximising our earned income

- producing programmes for sale and selling advertising within them
- exploring, producing and promoting other merchandising possibilities
- ensuring Front of House staff, volunteers and touring companies are aware of prices, stock and any other FOH promotions

**OTHER** – deputising and covering other posts

- general office support
- understanding and running Spektrix, and being able to cover all Box Office duties and produce reports
- deputising for the Engagement Manager when necessary
- representing the company and promoting its work in a local, regional and national context
- running Front of House and looking after our Volunteer Angels at the Sir John Mills and on tour where necessary
- attendance at Board or sub-committee meetings when necessary
- carrying out other duties as deemed necessary by the Board or Management Team

### **3. PERSON SPECIFICATION**

#### **ESSENTIAL EXPERIENCE**

Working in theatre, museum or heritage organisation at an appropriate level of responsibility

- Excellent communication skills across all media, with good literacy and numeracy, proven creative ability and an excellent eye for detail.
- Able to demonstrate successful use of digital marketing campaigns
- You will be able to think clearly and enjoy producing plans to determine decision-making.
- Experience of marketing work, not necessarily in the arts. Previous arts marketing experience would be an advantage, particularly in the area of small-scale touring and box-office management.

#### **KNOWLEDGE AND SKILLS**

- The ability to work well in a small team and a willingness to contribute to the creation of future strategies for the company.
- the capacity to organise your own time effectively and ensure that all work is up to date and accurate.
- Experience of Spektrix Box Office Systems.
- Knowledge of public funding bodies including Arts Council England, National Lottery Heritage Fund and Local Authorities.
- Ability to manage a budget.
- Good computer skills and data management skills, and all-round competency on Microsoft packages, Photoshop and Final Cut Pro.
- Desktop publishing and experience of dealing with all levels of print production.
- A flair for copywriting and unearthing original visual images.
- Sharp proofreading skills.

#### **PERSONAL**

- A knowledge and love of theatre, especially small-scale and regional touring, and an interest in new writing and new talent.
- Full driving licence and access to a vehicle, or other means of transport.

#### **DESIRABLE**

- Negotiation of fees and contracts.
- Knowledge of Spektrix or other box office system

### **4.CONTEXT**

***'The East of England would be a far poorer place theatrically without the indispensable Eastern Angles.'* - Lyn Gardner, *The Guardian***

## **ORGANISATIONAL BACKGROUND**

Eastern Angles is the regional touring theatre company for the East of England and performs to over 18,000 people each year across 65 venues. Formed in 1982, Eastern Angles has blazed a trail across the East of England, becoming a national model of excellence for rural touring before expanding to include national touring, Edinburgh Festival visits and site-specific work.

Our varied programme offers over 175 performances in more than 65 venues each year, often reaching people who would otherwise have no access to professional theatre, and currently includes a community tour to village halls with new writing from the region, special projects and development work in Peterborough, site-based performance at The Hush House, and a Christmas show to Ipswich, Woodbridge and Peterborough. As a critical component of this we commission new plays, and workshop new scripts. Where the opportunity provides, we also tour shows nationally.

## **WHAT MAKES EASTERN ANGLES DIFFERENT?**

All our shows have a sense of place and mostly a flavour of some aspect of the East of England. Increasingly, they provide the public engagement element of larger National Lottery Heritage Fund projects and this brings extra resource to the production (e.g. *Somewhere In England* for Spring 2016 and *The Tide Jetty* Spring 2019)

In 2007, after twenty-five years of touring rural communities we turned our hand to urban development in Peterborough and found we liked it. We have put on over a dozen shows there, performing in small community spaces, the Key Theatre Studio, a marquee at Flag Fen archaeological site (*Dark Earth*, a community play with 40 performers) and our own pop theatre The Undercroft, located in a shopping mall at Serpentine Green (*River Lane*, *Freemans*, *Undercroft Weekender*).

We also tour to Edinburgh, London and other parts of the country. *I Caught Crabs in Walberswick* played at The Bush, *I Heart Peterborough* at Soho Theatre, *Chicken* by Molly Davies at Roundabout, and the *Ballad Of Maria Marten* will tour to Scarborough and Stoke in 2020.

We run our own box-office using Spektrix, selling tickets for our self-promoted market town performances, our larger site-specific shows, our Christmas shows and visiting companies using the Sir John Mills Theatre.

We have our own 300-seat mobile raked seating system. This allows us to create variously configured auditoria in halls, barns and found spaces, make our Christmas show traverse, and also hire our seating out to other organisations. We also have a 12m diameter geodesic dome which acts as our front of house when doing site specific performances and is also available to hire.

## **5. TERMS & CONDITIONS**

**Salary:** Starting salary will be within the range £19,000 - £22,000 depending on experience.

<b>Term:</b>	Full-time post, subject to the successful completion of a 6-month probationary period.
<b>Notice period:</b>	2 weeks during probationary period, thereafter 1 month
<b>Hours:</b>	40 hours per week is expected. There will be some evening and weekend work. Overtime will not be paid but Time Off in Lieu (TOIL) is offered.
<b>Initial Subsistence</b>	(currently £102.50 per week) will be paid for the first 12 weeks where the person is relocating from an area more than 50 miles away.
<b>Training</b>	The company has a commitment to training and 2% of its staff costs are earmarked for this purpose. All of our previous Marketing Officers have been sent on the top industry standard Theatre UK Theatre Marketing (formerly Druidstone) course at the earliest opportunity.
<b>Holiday allowance:</b>	25 days per annum (plus statutory bank holidays). Some holidays may be scheduled by the company.
<b>Pension:</b>	Employer contribution of up to 6% after first year of service.

**Any offer of employment will be subject to the receipt of:**

Two satisfactory references.

**Eastern Angles strives to be an Equal Opportunities employer.**

**HOW TO APPLY**

Please complete and send the Application Form, indicating how you would fulfill the requirements of the Job Description and Person Specification, together with the Equal Opportunities Monitoring Form. If you have any access requirements or travel restrictions, please make us aware and we will accommodate you accordingly you can either do this by contacting Jess Baker (General Manager) [jess@easternangles.co.uk](mailto:jess@easternangles.co.uk) or emailing [access@easternangles.co.uk](mailto:access@easternangles.co.uk).

**Return by post to:**

Jess Baker, General Manager

Eastern Angles, Sir John Mills Theatre, Gatacre Road, Ipswich IPI 2LQ

**Or by email to:**

[jess@easternangles.co.uk](mailto:jess@easternangles.co.uk)

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