



MARKETING MANAGER

### **Job Description**

##### November 2017

Vamos Theatre

Worcester Arts Workshop

21 Sansome Street

Worcester

WR1 1UH

info@vamostheatre.co.uk

[www.vamostheatre.co.uk](http://www.vamostheatre.co.uk)

## About Vamos Theatre

Worcestershire-based Vamos Theatre is the UK's leading full mask theatre company, taking its funny and fearless brand of wordless theatre across the length and breadth of the country and beyond since 2006.

Vamos tours a full scale mask theatre production throughout the UK annually, as well as performing at national and international festivals and events. We share our skills in schools, with NHS staff, in care homes, with teachers, actors, carers, social workers, the d/Deaf community, business leaders and more. Our full mask characters entertain at festivals and celebrations, bringing fun and cheek to events nationwide, and our Young People’s Theatre learn the skills that will take them, and full mask theatre, into the future.

Vamos Theatre’s trademark style marries full mask with strong visual design and an original soundtrack. We make accessible, humorous, human, and fearless work which is based on real life stories, and our productions are rooted strongly in social research.

Since 2008, Vamos’s major productions have been supported by grants from Arts Council England and Worcestershire County Council. 2018-22 see the start of our journey as an Arts Council England NPO. Vamos Theatre has a core team of eight, currently with four office-based staff, working alongside a pool of associate practitioners. Vamos Theatre’s offices are at Worcester Arts Workshop in central Worcester.

## Marketing Manager job description

Vamos Theatre Vamos requires a Marketing Manager on a freelance basis. The Marketing Manager leads on the planning and delivery of all marketing campaigns and strategic audience development planning for the company’s national and international touring work, site-specific walkabout theatre, Learning and Participation, and Special Commissions. The Marketing Manager reports directly to the Artistic Director and works alongside the Website Manager (who is responsible for the content and strategic development of the website) and the General Manager. The role requires a highly organised and efficient person, who can manage multiple tasks simultaneously.

**Duties and responsibilities**

Office and company management

* Liaising with organisations including venues, press offices, artists, local councils, tour managers, agents, schools.
* Developing office calendars e.g. on our office system, Protouree
* Representing the company attending arts events and performances
* To organise meetings with artists and other key partners as required
* Office cleaning and washing up (N.B. this is a shared responsibility across all office staff)

Marketing

* Lead on all Marketing and Audience Development campaigns in collaboration with the Website Manager
* Develop marketing materials that support and reflect our brand guidelines, and an ethos of accessibility (to begin with you will be guided by the Website Manager who historically has led on brand guidance and all copy)
* Brief designers, filmmakers and photographer for all marketing assets
* Co-ordinate ongoing social media campaigns (Twitter and Facebook) with Website Manager (and the Administrator) – to be reviewed in April.
* Managing the distribution of all show publicity, supported by the Administrator
* Produce show Marketing Packs and co-ordinate visual marketing material distributing all marketing materials to venues
* Send out direct mails to promote the tour – shared task with General Manager depending on workload
* Engage with the local and national press, by email, phone; liaising with the press about forthcoming events
* Maintaining and building relationships with venue marketing, education and audience development departments
* Brief and manage the touring company’s social media activity
* Liaise and coordinate information on print and publicity with venues, designers and web team.
* In conjunction with consultants and venues, develop accessible marketing material for d/Deaf audiences and relaxed performances
* Manage the collation of show programme copy, including biographies
* Market Learning and Participation work to schools, colleges and universities
* Collate evaluation data, audience figures and demographic data, participation figures and feedback

Invoicing, budgeting and finance

* Managing marketing budgets for individual projects in conjunction with the General Manager

Governance

* Provide quarterly marketing analysis and feedback for Board Reports and funding evaluation and monitoring

General

* Other tasks as required
* Other responsibilities for all company members are listed in the attached Company Handbook, and must be adhered to

**Requirements**

**Essential:**

* An ambitious individual with creative flair and a passion for touring theatre
* Strong experience of planning and/or working within existing marketing campaigns
* Minimum of two years’ professional experience in an Arts Marketing environment
* Ability to prioritise multiple projects and be flexible and adaptable
* A confident and creative writing style and ability to write in a way that supports and reflects our brand guidelines, and an ethos of accessibility
* Experience of working with venues and data sharing agreements to monitor and evaluate audiences
* Good working knowledge of Microsoft Office including Word, Excel, Outlook and Powerpoint
* Excellent attention to detail
* Strong experience of digital marketing including social media engagement
* A high level of self-motivation and the ability to think creatively
* Comfortable liaising with the public, and the arts and business communities
* Happy to work on a freelance basis
* Able to work in the Worcester-based Vamos office
* A commitment to, and understanding of, the principles underpinning equality and inclusion

**Desirable:**

* Experience of marketing international touring work
* Experience working in a small team in a busy environment
* Experience marketing to hard to reach audiences
* Driving license and own car

**Hours and pay**

**Hours**Hours are initially 24 hours per week that can be spread over 3-5 days, with the potential for additional hours in the future.

If working on a 3 days per week basis, Vamos office hours are 9.30am - 5.30pm

**Rates of Pay**£300 per week inclusive of all expenses (£26,000 pro rata)

Vamos Theatre’s Board is currently undertaking a salary review to take effect from 1st April 2018

The post is a freelance post and therefore is not eligible for holiday pay.

The Marketing Manager is responsible for their own tax and National Insurance contributions.

**Application**

Closing date: 4th December 2017, 9am

If you have not heard back by Friday 8th December, please assume you have not been successful in your application.

Interview: 14th December- you must be available all day please.

To apply please complete the application form, which includes an equal opportunities monitoring form (downloadable from our website – [www.vamostheatre.co.uk](http://www.vamostheatre.co.uk/)). Please email these alongside your CV and a covering letter, which should set out what skills and experience you would bring to Vamos Theatre and why the job interests you. A reference letter from a past employer is also a recommended addition to your application.

Please return your application by email to: jobs@vamostheatre.co.uk

Alternatively, you can submit your application by post to:

Vamos Theatre, Worcester Arts Workshop, 21 Sansome Street, Worcester WR1 1UH

Please mark your email/envelope MARKETING MANAGER APPLICATION

Receipt of your application will be confirmed by email.