

NOTTINGHAM PLAYHOUSE

Recruitment Pack

MARKETING OFFICER (MATERNITY COVER)

November 2020



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**ARTS COUNCIL
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Nottingham
City Council



MARKETING OFFICER (MATERNITY COVER)

Nottingham Playhouse is seeking a dynamic, enthusiastic individual to join the busy Marketing and Communications Team as Marketing Officer (Maternity Cover) (fixed term).

Having recently launched a new website, ticketing system and brand, Nottingham Playhouse seeks an experienced marketer who will play an active role in pushing forward the venue's new digital capabilities and be responsible for the continued development of the new website. The Marketing Officer (Maternity Cover) will also take the lead on marketing campaigns for all visiting work, as well as assisting with e-communications, social media, campaign analysis and content creation.

The successful candidate will be confident, a superb communicator, with marketing experience, and be happy working in a fast-paced environment with multiple deadlines and priorities. They will bring a flair and passion for marketing, combining boundless energy and a can-do attitude with excellent organisational skills and a ruthless attention to detail. They will have experience of managing and maintaining website content and excellent knowledge of social media platforms as well as working knowledge of Microsoft Office software, CRM systems and email broadcast tools. They will have a talent for writing engaging marketing copy for a variety of channels. They will relish the chance to share Nottingham Playhouse's work with the wider world, from our award-winning productions to our ground-breaking participation programme.

This is an exciting and challenging time to join Nottingham Playhouse as, under the leadership of Artistic Director, Adam Penford, and Chief Executive, Stephanie Sirr, we are finding creative and ambitious responses to the challenges we face during the global pandemic, attracting a host of high-profile performers and creatives, garnering increased media attention and commercial interest.

In this pack you will find

- Information about Nottingham Playhouse
- Job Description
- Person Specification
- Terms and Conditions
- Equal Opportunities / Access Information
- How to Apply



ABOUT NOTTINGHAM PLAYHOUSE

We create theatre that's bold, thrilling and proudly made in Nottingham.

Awarded Regional Theatre of the Year 2019 by The Stage, Nottingham Playhouse is one of the country's leading producing theatres and creates a range of productions throughout the year, from timeless classics to innovative family shows and adventurous new commissions.

Under the leadership of Chief Executive, Stephanie Sirr and Artistic Director, Adam Penford, we are mounting more varied and ambitious productions, attracting a host of high-profile performers and creatives, garnering increased media attention and commercial interest.

We want our theatre to be a space where everyone feels they belong, and we use our stage to tell diverse stories that reflect our city. Our wide-reaching participation programmes create life-changing experiences for our community and we also support the next generation of theatre-makers in the East Midlands through our extensive Amplify programme.

Nottingham Playhouse is also a registered charity (no. 1109342). All of the funds we raise help to ensure we're reaching as many people as possible to give them new opportunities and create lasting memories.

Our building has grade II* listed building status and is home to Anish Kapoor's *Sky Mirror*.

Click [here](#) to watch our introductory video.



WHAT OUR COMMUNITY THINKS

"Honestly, the final few minutes of the first act were some of the most captivating, powerful and heart wrenching I've seen on stage. Incredible!"

– Audience member Aiden Parr on *The Madness of George III*

"Nottingham Playhouse has a very special place in my heart. At the age of 16, my school placed me at the theatre for my work experience... Without [them], I wouldn't have the career I do now."

– Indhu Rubasingham, Artistic Director of Kiln Theatre

"The actual performance was an incredible experience. Firstly, just to be on the Nottingham Playhouse stage was a dream for all of us. But to be a part of such a powerful, visceral production was an absolute privilege."

– Kathryn McAuley, on her experience as a member of our community ensemble during Gary Clarke Company's production of *COAL*.

NOTTINGHAM PLAYHOUSE IN 2020

Even though, because of the Coronavirus pandemic, we were closed to the public from the end of March, we continued to create and share lots of behind the scenes videos, podcasts, run workshops online and even some online performances.

In October we were delighted to be able to welcome audiences back into the building, with Covid-secure measures in place, for our Unlocked festival, a mix of live and live streamed performance. However with Nottingham placed in Tier 3 and the second national lockdown, we had to move the final performances to online only.

We are currently rehearsing our Christmas shows, *Cinderella*, the legendary Nottingham Playhouse pantomime, and *Jack and the Beanstalk*, a giant adventure for little ones aged 3 – 8 and their grown-ups. We hope to go ahead with performances to live audiences in December.

You can find out more by visiting our [website](#) or our [YouTube channel](#).



OUR VISION, MISSION AND VALUES

Our vision is to create high quality art that is truly accessible and representative of both our heritage and our rich diversity. We aim to be a nationally recognised destination theatre, a producer of “must see” work and a venue that welcomes everybody to be entertained, surprised, delighted and challenged by work that is bold, brilliant and relevant. Working in partnership with exciting artists and companies regionally, nationally and internationally, we create theatre that puts Nottingham Playhouse on the map.

We exist for the benefit of the people of our region – be they audiences, participants or artists. As a publicly-funded organisation we commit to ensure that our demographic of opportunity reflects the demographic of our catchment – including gender, ethnicity, sexuality, socio-economic standing and disability – to be not just world-class but also truly inclusive in all areas of operation, including to recruit and pay fairly. To strengthen our actions we have established a Diversity in the Workforce working group to ensure that we are doing all we can to recruit a more representative workforce.

A core value of Nottingham Playhouse is to proactively create and support opportunities for cultural participation for all ages, for all backgrounds.

We work in supportive partnership with a very wide range of stake holders to cement our position as an organisation with a strong artistic vision that includes the development of artists.

Nottingham Playhouse is a founder member of [Ramps on the Moon](#), a member of [PiPA](#) (Parents and Carers in Performing Arts), a [Family Friendly theatre](#) and is signed up to the [Time To Change](#) employer pledge. We are committed to the [UK Theatre/SOLT Ten Principles](#) to encourage safer and even more supportive working practices in theatre and have signed up to the [Old Vic Guardians initiative](#).



For further information about Nottingham Playhouse, please visit nottinghamplayhouse.co.uk



MARKETING OFFICER (MATERNITY COVER)

Job Description

Responsible to: Marketing Manager
Head of Marketing and Communications

Key working relationships: Sales and CRM Manager
Box Office team
Media and Communications Manager
Marketing and Communications Team
Digital Producer

Job Purpose:

- To promote the work of Nottingham Playhouse to the widest possible audience in order to maximise attendance and income.
- To ensure that Nottingham Playhouse, its brand and diverse range of work, has a dynamic and compelling public presence at all times.
- To project lead on specific projects, including Open Day, show campaigns and digital marketing.

Duties include

Digital Marketing

- To implement digital marketing activity, covering the full range of our work through our online platforms and social media channels, ensuring that Nottingham Playhouse's digital channels are vibrant, relevant, accurate and up-to-date.
- To initiate and develop content for Nottingham Playhouse digital platforms, working alongside the Media and Communications Manager and Digital Producer
- To co-ordinate, distribute and monitor Nottingham Playhouse messaging across our social media channels and to actively engage with current and potential audiences.
- To be the day-to-day lead and proactively update Nottingham Playhouse's website via our Content Management System (CMS).
- To be the lead point of day-to-day contact with our website developer, including co-ordinating maintenance and development projects.
- To assist the Marketing Manager and Head of Marketing and Communications in the strategic development of Nottingham Playhouse's website and online channels.
- To work with the Box Office team to ensure content is up-to-date and accurate across various systems, including the website and our Customer Relationship Management (CRM) system (Spektrix).
- To work with external suppliers delivering marketing activity to maximise income and engagement.
- To keep abreast of the latest digital marketing trends and use these within Nottingham Playhouse marketing plans.

Marketing and Campaigns

- To plan, deliver, monitor and evaluate marketing campaigns, working with the Marketing Manager.
- To manage and monitor agreed budgets and expenditure for marketing campaigns in liaison with Marketing Manager and Head of Marketing and Communications.
- To report on campaigns and other channels using a variety of analytics tools.
- To liaise with Visiting Companies, acquiring imagery and copy and organising marketing campaign activity.
- To work with the Marketing Manager in writing and editing copy.

- To assist with the design, print and distribution of marketing collateral in conjunction with the Marketing Manager, working with external Designers.
- To lead on direct marketing campaigns (postal mail and email), writing copy and design briefs as required.

Communications

- To apply Nottingham Playhouse's brand values and corporate visual identity in all marketing assets and collateral.
- To contribute to and support the implementation of Nottingham Playhouse's Audience Development Plan (Marketing Strategy).
- To assist in maintaining a clean and effective database for direct marketing campaigns.
- To assist the Media and Communications Manager, attending press nights, business cultivation events and other PR events where appropriate.
- To assist in the production of Nottingham Playhouse's images and visual assets, collating and cataloguing as required.
- To be the Department's lead on organising and coordinating Open Days.

Other

- To attend and proactively contribute to regular Marketing and Communications meetings:
 - weekly Marketing & Communications team meeting
 - fortnightly Demand Management and Patron Loyalty Group meetingas well as project specific meetings, minuting where required.
- To deputise for the Marketing Manager in attending and proactively contributing to Heads of Departments meetings as required.
- To be in attendance and assist at all Nottingham Playhouse productions press nights.
- To attend Nottingham Playhouse rehearsals and other events during the creative process as required.
- To act as a representative of Nottingham Playhouse at external meetings as required.

General

- To always act in the best interests of Nottingham Playhouse.
- To take positive action to promote Equal Opportunities in all aspects of the work of Nottingham Playhouse.
- To agree to abide by Nottingham Playhouse policies such as Health & Safety, Equal Opportunities, Data Protection, Child Protection, Environmental Sustainability etc.
- To maintain confidentiality in all areas relating to Nottingham Playhouse.
- To maximise income and minimise expenditure wherever possible.
- To carry out such other duties as may be reasonably expected of the post.

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MARKETING OFFICER (MATERNITY COVER) Person Specification

Essential Criteria

- A minimum of 3 years' marketing experience.
- A demonstrable interest in the performing arts.
- Experience of managing and maintaining websites and using Content Management Systems.
- Experience of maintaining social media channels.
- Knowledge of Office Software (Excel, PowerPoint and Word), Customer Relationship Management (CRM) or Box Office systems, and email broadcast tools.
- Ability to write engaging marketing copy for a variety of channels.
- Ability to work within budgetary limits and to tight deadlines.
- Experience of working with printers and designers and involvement in the production of print.
- Excellent communication skills, both written and oral.
- Creative flair and a good visual sense.
- Ability to prioritise effectively and work accurately under pressure.
- Strong organisational skills.
- Enthusiasm, energy and stamina.
- A good commercial sense.
- Ability to work as part of a team.
- A willingness to embrace Nottingham Playhouse's ethos and brand values.
- A commitment to making theatre accessible to all community sectors and a commitment to Equal Opportunities.
- A flexible approach to work, including a willingness to work evenings and occasional weekends as necessary.

Desirable Criteria

- A marketing qualification, either from a college/university or the Chartered Institute of Marketing.
- An interest in developments in arts marketing practice.
- Experience of marketing intelligence, research and analysis.
- Ability to use Photoshop and/or InDesign.
- An interest in self-development.
- Previous experience of Spektrix and/or Wordpress.
- Knowledge of Nottingham and the East Midlands.

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MARKETING OFFICER (MATERNITY COVER)
Terms and Conditions

Please note: we are anticipating that the Marketing Officer (Maternity Cover) will be employed on a full time, fixed term contract, starting February 2021, however given current uncertainties we will review this in line with government guidance in January 2021 and there may be a delay to the contract starting or there may be phased start depending on that guidance. We will keep all shortlisted candidates as up to date as we can and will discuss at interview.

- Salary: £23,000 per annum
Payable monthly in arrears by credit transfer
- Hours: 37½ hours per week. Monday to Friday. One hour for lunch.
Normal office hours 9.30am – 6.00pm. Although due to the nature of the role some evening and weekend work will be required.
- Overtime: No overtime is payable. Reasonable time off in lieu may be given for authorised extra hours with the permission of the Marketing Manager.
- Contract: Fixed Term 52 weeks
- Probation Period: 3 months
- Notice Period: 4 weeks in writing by either party
- Flexible working: This post is suitable for Flexible Working arrangements, eg Job Share.
- Place of work: Will normally be Nottingham Playhouse, however from time to time the Marketing Officer will be required to travel, regionally and nationally.
NB In line with Nottingham Playhouse's Covid secure working measures, in the first instance the Marketing Officer (Maternity Cover) will be expected to work from home. This will change in line with government guidance as it is published.
- Holiday: 5.6 weeks per annum (i.e. 4 weeks pa plus bank holidays)
The Holiday year runs 1 April – 31 March.
- Pension Scheme: Nottingham Playhouse workplace pension scheme is provided by NOW: Pensions.
- Other Absences: In line with the BECTU/UKT agreement and House agreement (e.g. illness, maternity)

EQUAL OPPORTUNITIES AND ACCESS

Nottingham Playhouse is committed to a policy of equality of opportunity and creating a workforce representative of the diverse communities we work with. We believe that theatre belongs to everyone and want to make sure that everyone has the opportunity to be involved. We want to work with people from diverse backgrounds, who will bring different skills and experiences to help us to achieve this.

Nottingham Playhouse has identified that our workforce is currently under representative of certain communities, particularly people from Black, Asian and Minority backgrounds and is taking positive action for equal opportunities through the recruitment process.

We actively encourage applicants from Black, Asian, Minority Ethnic and Disabled people. Black, Asian, Minority Ethnic and Disabled applicants meeting the minimum criteria on the job person specification will be guaranteed an interview. We have committed to ensuring that all interview panels will comprise of a minimum of 50% people of colour.



We are a Disability Confident employer, recruiting and supporting disabled people in the workplace.

If you would like the Recruitment Pack, Application Form and Equal Opportunities Monitoring Form in an alternative format, or support in completing your application, please email Frances Pearson, Administration Assistant, at recruitment@nottinghamplayhouse.co.uk or ring our Stage Door on 0115 947 4361. Please leave a message with your full name, contact information, your address (if you need the paperwork posting to you) and details of your request.



We welcome proposals to consider for flexible working on hiring. We are part of the Parents in Performing Arts (PiPA) campaign and welcome applications from people who have caring responsibilities and anyone looking for a positive work/life balance.

For the role of Marketing Officer (Maternity Cover) we are open to discussing the possibility of, for example, only working specific days. While we can't necessarily guarantee to give you your exact proposal, we do promise to carefully consider your request and explore what is practical for the role.

HOW TO APPLY

Please download and complete the Application Form and Equal Opportunities monitoring form that you will find on our website. Please ensure that you complete all sections of the application form in full. **We will not accept a CV in place of the application form.**

As you fill in the application form, please tell us how you think you meet the job description and person specification for Marketing Officer (Maternity Cover). The information you provide will be used for the shortlisting process.

It is important to demonstrate in your application how you meet the person specification for the job. It is not necessary to have previously undertaken all of the duties listed in the job description but you should demonstrate your potential ability to do so.

As part of recruitment procedures Nottingham Playhouse collects and processes personal data relating to job applicants. We are committed to being transparent about how and why we collect, use and keep personal data secure. Please see Nottingham Playhouse Recruitment Privacy Notice on the website for full details.

The Equal Opportunities monitoring form will be separated from the application and will not be available for the persons preparing the shortlist with the exception of obtaining information about disability required to make reasonable adjustments for interview. Data obtained from the forms will be used solely for monitoring purposes and no one individual can ever be identified.

Please submit your completed Application Form and Equal Opportunities Monitoring Form by email to: recruitment@nottinghamplayhouse.co.uk (Please send as a **Word document**. Do not send as a Pages file, Zip file or use file sharing services such as One Drive or Dropbox. Apple/Mac users should export their application form to a Word document or PDF before sending.)

Or you can submit your application by post to: **Administration Office, Nottingham Playhouse, Wellington Circus, Nottingham NG1 5AF.** Please mark your envelope Private and Confidential.

If you require an alternative way to make your application, please contact Frances Pearson, Administration Assistant, francesp@nottinghamplayhouse.co.uk, to discuss a suitable format.

Closing date for applications: **Monday 14 December 2020 at 9am**
First interviews: **w/b 4 January 2021 (in person if possible)**

We will contact you by telephone or email if you are shortlisted for interview. All job applicants will be contacted via email or in writing whether or not they have been shortlisted for interview.

Thank you for your interest in Nottingham Playhouse and we look forward to receiving your application.