

Dear Applicant

Marketing Officer (full-time)

Please find following an information pack for the role of **Marketing Officer** for Tobacco Factory Theatres.

This application pack includes:

- Application Process
- Brief information about Tobacco Factory Theatres
- Job Description
- Terms & Conditions

Further information about Tobacco Factory Theatres, our history, and our latest Annual Report can be found on our website <http://www.tobaccofactorytheatres.com/>.

We are an Equal Opportunities Employer and a copy of our policy is available on request.

We hope that this pack will help with any questions you might have about the job and the application process. However, if you have any further queries please contact Rusti Fells on theatre@tobaccofactorytheatres.com

Applications by: **5pm Fri 22 June 2018.** We regret that applications received after that time cannot be considered.

Interviews: **Mon 02 July 2018**

Expected Start Date: **July 2018**

Application process: Please send a CV and covering letter (maximum 2 sides of A4 each) detailing suitability for the position to recruitment@tobaccofactorytheatres.com. In the subject bar please write '**Marketing Officer**'

Please also remember to download and complete the Equalities Monitoring Form and return with your application.

We look forward to receiving your application and thank you for your interest in Tobacco Factory Theatres.

"The future of theatre lies in places like this."
Jonathan Miller

TOBACCO FACTORY THEATRES

We are looking for an exceptional individual to join Tobacco Factory Theatres as Marketing Officer.

The department is responsible for marketing all received shows and in house productions at Tobacco Factory Theatres, off-site in venues around Bristol and marketing national tours. A key goal is to maintain our 80% annual average capacity. The department is also responsible for maintaining the public facing brand and profile of the organisation with customers, industries and organisations, and the media.

TOBACCO FACTORY THEATRES

Tobacco Factory Theatres has forged an inspirational path to becoming one of the country's most respected theatres. The diversity of the programme, which includes Shakespeare and classical theatre, new writing and devised plays, shows for families, puppetry, opera, dance and comedy, combined with the astonishing average attendance capacity of 80%, make it one of the well-attended, most loved and popular theatres in the country. The opening of the new Spielman Theatre (end-on, 84 seats) in October 2018 marks the start of the next phase in the life of this unique organisation, which occupies the first floor of one of South Bristol's most iconic factory buildings. Together with the multi-flexible Factory Theatre (300 seats in-the-round, 220 seats end-on), Tobacco Factory Theatres provides a year-round theatre programme for over 140,000 people annually; visiting companies, in-house produced work, our Get Involved programme for people of all ages and support for local artists.

MISSION STATEMENT

We tell astonishing stories in extraordinary ways, in our two contrasting theatres at our iconic South Bristol building. Reflecting the voices of everyone in this city, we offer an exceptional programme of live theatre of a wide range of styles for audiences of all ages and backgrounds to enjoy and take part in.

OVERARCHING PHILOSOPHIES FOR THE PERIOD 2018 - 2022

1. We will tell Everyone's Stories on our stages; a programme of excellent theatre that represents and engages our diverse community, nurtures and supports local artists, and develops Bristol's reputation as a cultural destination.
2. We will broaden our audience reach, to actively engage people living within a stone's throw in South Bristol, who are amongst the country's most disadvantaged, and who do not currently think that theatre is for them.
3. We will invest in the artists and audiences of the future through high quality projects and programmes for children and young people with a focus on South Bristol.

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—
Patron Mrs Mary Prior CVO MBE JP

Trustees Sarah Smith (Chair), Andrew Allan-Jones, Bertel Martin, Kate McGrath
Mark Panay, Matt Penneycard, John Retallack, Chris Sims, Anna Southall
Company no. 04536120 / Charity no. 1097542



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4. We will operate with our trademark spirit of warmth, welcome, accessibility and flexibility, taking care of everyone we work with and for.
5. We will balance risk taking, innovation and ambition with financial resilience and sustainability in order to underpin growth in income and activity. We are an organisation that adapts and responds quickly to change and opportunity.

Further information about Tobacco Factory Theatres, our history and our latest Annual Report can be found on our website <http://www.tobaccofactorytheatres.com/>. The Business Plan for 2018-2022 is also available on request.

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JOB DESCRIPTION

Job Title: Marketing Officer

Responsible to: Head of Marketing

Scope

We are looking for an exceptional individual to join Tobacco Factory Theatres as Marketing Officer.

The department is responsible for marketing all received shows and in house productions at Tobacco Factory Theatres, off-site in venues around Bristol and marketing national tours. A key goal is to maintain our 80% annual average capacity. The department is also responsible for maintaining the public facing brand and profile of the organisation with customers, industries and organisations, and the media.

Key Responsibilities

Duties to include:

Show campaign marketing

- Develop and facilitate marketing and press campaigns for visiting companies and in-house productions or co-productions, as agreed seasonally with the Head of Marketing
 - Act as the main point of contact for marketing and press enquiries on these campaigns
 - Copy writing for direct marketing (as part of visiting company campaigns and season marketing) and coordination of direct mailings.
 - Upload existing content to and create new content for our social media and website, including photos, mini-films, live streams, interviews, vox pops and blogs.
 - Research and contact target groups for specific shows and events.
 - Write and send press releases, assist with preparations for and attend various press nights to meet and greet press.
 - Plan and coordinate exit-flyering with Front of House Managers.
- Evaluate and report on campaign effectiveness using Spektrix and Google Analytics.

Season brochure and seasonal marketing

- As agreed with the Marketing Manager, proof and circulate season brochure proofs to companies/artists/departments and collate amends.
- Write, proof and send monthly e-newsletters.
- Generate content for and update social media including boosting/advertising and consider development of profiles on new channels.
- Monitor and reply to online reviews (including Tripadvisor, Google and Facebook)
- Work with the rest of the Marketing team to coordinate Season Launches.

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General Marketing Duties

- Update and maintain print in flyer racks in all Tobacco Factory Theatres and shared spaces, including changing AO posters outside the building.
- Keep up-to-date online listings for each season including a review of which listings sites we should be using
- Support the marketing team to coordinate other generic seasonal activity.
- Work with the rest of the marketing team to research/reach out to new audiences including students and audiences from South Bristol not currently attending
- Some in-house design using and creating templates, including photo/picture resizing.
- As agreed with Head of Marketing, support other departments with marketing and design activity.
- Collection and archiving of print, advertising materials, reviews and other press.

Digital

- As agreed with the Head of Marketing, action elements of the digital strategy including developing the SEO of the organisation's website
- Work with the Head of Marketing to deliver Google AdWords activity
- Work with the Head of Marketing to utilise Google Analytics for Tobacco Factory Theatres including tracking and reporting on digital activity across the season and its performance, plus any ongoing maintenance.
- As agreed with the Head of Marketing, interrogate Spektrix to monitor and forecast:
 - Ticket sales
 - Customer activity
 - Referrals and cross-selling

Any other duties considered reasonable by the Head of Marketing.

OTHER:

Other Duties:

- a. To attend staff meetings and season launches
- b. To attend productions & keep abreast of all activities at Tobacco Factory Theatres.
- c. Abide by the Tobacco Factory Theatres Equal Opportunities Policy.
- d. Any other duties as mutually agreed.

PERSON SPECIFICATION

Essential:

- A minimum of 2 years working in a marketing role in an arts organisation or a strong freelance career
- Excellent personal manner
- Excellent verbal and written communication skills
- Experience in digital marketing communications and creating digital content
- Organised with meticulous attention to detail; calm and positive under pressure
- An interest and enthusiasm for theatre and the arts

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- Creative thinker
- A skilled copy writer
- Proactive and confident, a self-starter; able to keep on top of individual responsibilities
- Committed to working as part of a team
- Strong IT skills
- Experience using Photoshop and InDesign

Desirable:

- Experience planning and managing marketing campaigns for Visiting Companies/in-house productions at a receiving house/producing theatre venue
- Press experience
- Knowledge of the Bristol theatre scene
- Experience of Spektrix Box Office system
- Experience of updating basic website content e.g. Wordpress
- Experience working with Google Analytics, Google Adwords and improving SEO

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TERMS & CONDITIONS

Marketing Officer

Hours:	Full time (40 hour week). Occasional evenings will be worked but weekend work is rare.
Salary:	£20,400
Contract:	Permanent
Holiday:	30 days inc bank holidays pro rata
Employer:	Tobacco Factory Arts Trust
Location of post:	Tobacco Factory Theatres, Raleigh Road, Bristol, BS3 1TF
Responsible to:	Head of Marketing
Trial period:	One month
Notice period:	Three months
Applications by:	5pm Fri 22 June 2018. We regret that applications received after that time cannot be considered.
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