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**Marketing and Communications Officer**

**Reports to: Programme Lead**

**Hours of work: 3.5 days per week flexible hours**

**Salary: £24,000-£26,000 pro rata**

**Holiday: Pro rata from 23 days per annum plus statutory holidays (pro rata)**

**Probation Period: 4 months**

**Notice: 2 months following probation period**

**Contract Type: Permanent**

**Pension: Workplace Pension (NEST)**

**Deadline for 23rd June 2021**

**applications:**

**Interview period: 28/29th June 2021**

**About this role at Applause**

Applause Rural Touring works with communities to develop their local cultural offer. Our work includes a professional touring programme for village halls and community centres, as well as the development of commissioned work specially for outdoor events such as fetes and festivals. We deliver various projects including Inn Crowd, reinforcing pubs as a central community hub with specially created spoken word performances that are perfect for pubs. Applause events provide direct access to inspiring arts performances, galvanising communities to come together, and in a typical year over 30,000 people experience an Applause event across 92 different locations.

Applause is an Arts Council National Portfolio Organisation working throughout Kent, East Sussex and West Sussex as well as further afield to ensure communities access professional theatre, music and other performing arts.

The Marketing and Comms role at Applause forms part of a small team including Director, Community Engagement Lead, Programme Lead, a project manager and an administrator.

This is a pivotal role in the organisation supporting all areas of our activity. Our office base is in Tunbridge Wells and the role will require partial office presence.

**Marketing and Communications Officer role overview**

-Develop and deliver the marketing and communications strategy for Applause and engage the Applause team in its implementation. Ensure that our visions and mission are at the core of the strategy and evaluate against this.

-Ensure the Applause brand, identity and raise the profile of Applause amongst the wider communities within which it works providing clarity, consistency and intention across all our activities.

-Work alongside the Applause team to develop content across website and social media channels.

**Responsibilities**

* Review, develop and manage the delivery of effective marketing and comms support to all our projects and initiatives
* Ensure we meet all legal requirements of current Data Protection legislation
* Develop copywriting, design and publication of online event and e-marketing publicity
* Ensure a consistent and attractive brand management
* Edit copy and images for marketing support materials, digital marketing, direct mailings, in-house print production, and special projects
* Maintain accurate and up to date marketing and communications contacts databases

**Online and Social Media Management**

* Manage the effective use, development, marketing and monitoring of our websites
* Regularly make website updates as required
* Manage and develop social media presence
* Support the team to contribute to social media channels

**Press & Media Management**

* Develop and manage Applause’s relationship with the press and media
* Develop press lists and press & media campaign planning
* Secure and maintain regional and national press presence
* Generate and manage media interview opportunities

**Monitoring & Evaluation**

* Produce reports from web statistics, email campaigns, mailing databases
* Utilise intelligence gathered from audiences, participants and other stakeholders
* Collect, analyse and present marketing data for effective analysis of marketing

**Network support**

* Support the Community Engagement Lead to create effective marketing support for local promoters
* Develop and deliver marketing plans for each season to attract audiences
* Research and interpret shows/company’s information to produce appropriate support materials for promoters

**Communications and PR**

* Plan and manage our communications strategy
* Develop and maintain stakeholder contacts lists; writing, distributing and following up stakeholder communications

**Digital Marketing**

* Implement effective use of e-marketing and social media channels
* Maintain and update the company website
* Create and post e-mail and social media campaigns
* Manage and develop paper and e-mailing list databases
* Manage Mailchimp bulk email account

**Monitoring & Evaluation**

Assist in the management of marketing intelligence that influences our marketing and audience development strategy and the effective use of marketing channels. Including:

* Audience Survey
* Audience Finder
* Quality Evaluation Framework

**General**

* Have full working knowledge of the CRM system
* Support the development of the organisation’s strategic direction in relation to The Creative Case for Diversity
* Contribute to the implementation of all Applause policies
* Attend appropriate meetings and networking events
* Undertaking appropriate training
* Other reasonable duties as deemed necessary such as additional administrative support for marketing of events

**Essential skills, knowledge and experience**

* At least two years’ recent experience working in a marketing role, ideally in cultural/heritage sector
* An interest in community focussed art and culture
* Experience of using Wordpress or other content management systems
* Excellent Microsoft Office Skills
* Ability to prioritize and work to deadlines
* Strong communication skills, both verbal and written
* Ability to work under pressure
* Strong relationship building skills
* Experience of effective digital campaign planning and delivery
* Experience in using social media for digital marketing and engaging audiences
* Experience of using data and insights to improve marketing effectiveness

**How to apply**

Send a CV and cover letter detailing your interest and suitability for the role and Equal Opportunities Monitoring Form to office@applause.org.uk using ‘Marketing and Communications application’ as the subject of your email. We are happy to accept word documents or pdfs, video or alternative online formats.

Applause Rural Touring is an equal opportunity employer that is committed to diversity and inclusion in the workplace.

All qualified applicants will receive consideration for employment without regard to: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We actively encourage people from a variety of backgrounds and experiences. We are particularly keen to hear from people of colour and candidates who self-identify as disabled.

If you would like any information in a different format please contact office@applause.org.uk

Workplace: Applause’s office is The Yard, 2a Speldhurst Road, Southborough, Kent, TN40DP. We are currently largely working from home during at this time and this may be subject to change depending on Government guidance regarding COVID 19.

W: www.applause.org.uk
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I: @applausetouring