



Cultivating creativity  
Connecting communities

### **Communications Officer**

Reports to: Director  
Hours of work: Full time (35 hours)  
Salary Range: £27,500-£30,500  
Holiday: 23 days per annum plus statutory holidays  
Probation Period: 3 months  
Notice: 6 weeks following probation period  
Contract Type: Permanent  
Pension: Workplace Pension (NEST)  
Deadline for applications: 30 September 2024  
Interview period: TBC

Applause Rural Touring is based in Southborough, West Kent, and works across multiple counties to deliver cultural and creative opportunities for audiences, participants, and artists. Applause events provide direct access to inspiring arts performances, and in a typical year, we support over 200 touring dates across the southeast. Our work includes a professional touring programme for village halls and community centres, a leading outdoor commissioning and touring programme, a range of projects with partner organisations, and an emerging home-venue-based programme.

Applause is an Arts Council National Portfolio Organisation working throughout Kent, Essex, East Sussex and West Sussex ensuring communities access professional theatre, music and other performing arts in accessible spaces.

We are seeking a talented and motivated arts professional to join our team. The Communications Officer will form a key part of a small team of seven full and part-time posts and will be adept at a range of communication, marketing and audience development tasks. This is a hands-on, wide-ranging role delivering effective marketing and communications for all our projects and initiatives.

## **Communications Officer Job Description**

- Develop and deliver the marketing and communications plan for Applause and engage the Applause team in its implementation.
- Ensure that the company brand, identity and profile is visible and understood amongst the wider communities within which it works providing clarity, consistency and intention across a range of activities.
- Manage the devolved marketing budget.

### **Key Responsibilities**

#### **Online, Digital and Social Media Management**

- Effective use, development, marketing and monitoring of our website.
- Develop social media presence.
- Implement effective use of e-marketing and social media channels.
- Oversee and develop databases including Mailchimp.

#### **Publicity, Press & Media**

- Develop Applause's relationship with local, regional and national press and media.
- Generate media interview opportunities.
- Provide copywriting and oversee design and publication of e-marketing and print publicity.
- Edit copy and images for marketing support materials, digital marketing, direct mailings, in-house print production, and special projects.

#### **Monitoring & Evaluation**

- Ensure we meet all legal requirements of current Data Protection legislation.
- Produce reports from web statistics, email campaigns, mailing databases.
- Collect, analyse and present marketing data for effective analysis of marketing.
- Plan and manage collection of marketing intelligence that influences our marketing and audience development strategy and the effective use of marketing channels.
- Engage with our Audience Survey & Quality Evaluation Framework.
- Report back to management team on the outcomes of the marketing plan and budgets.

### **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**

- Ensure a consistent and attractive brand management.
- Develop and maintain stakeholder contacts lists; writing, distributing and following up stakeholder communications.
- Act as the key spokesperson in relation to media.

### **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.
- Attend Applause events and performances.
- Contribute to the implementation of all Applause policies.
- Attend appropriate meetings and networking events.
- Undertaking appropriate training.
- Devise and implement project specific marketing plans.
- Other reasonable duties as deemed necessary.

### **Essential skills, knowledge and experience**

- Minimum of two years' recent experience working in a similar role.
- Excellent copywriting skills.
- An interest and passion for community focussed art and culture.
- Experience of using content management systems.
- Ability to prioritise and work to deadlines.
- Excellent communication skills, both verbal and written.
- Strong planning and organisational skills.
- Strong relationship building skills.
- Experience in using social media for digital marketing and engaging audiences.

- Experience of using data and insights to improve marketing effectiveness.
- A passion for live performance, how it is evolving and the audiences it attracts.

**How to apply:**

Please send:

Current CV

Cover letter which must outline how you meet the requirements of the role.

Please fill out - [Equal Opportunities Monitoring Form](#)

To [office@applause.org.uk](mailto:office@applause.org.uk) using '**Communications Officer**' 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](mailto:office@applause.org.uk)

Workplace: Applause's office. Southborough Civic Centre, 137 London Road, TN40NA

Website: [www.applause.org.uk](http://www.applause.org.uk)

Facebook: @ApplauseTouring

Twitter: @ApplauseTouring

[Instagram:](#) [@applausetouring](#)