



AUDIENCES & COMMUNICATIONS COORDINATOR

£28,000 per annum – full time (with flexible working possible)

Permanent contract

Some working from Cardiff will be required

Welsh language essential

National Theatre Wales is fuelled by the pursuit of connection. We see theatre as a tool to bring people together to reflect, explore and be inspired by the stories of our nation. We want everyone in Wales to see themselves, their communities, their experiences and their futures imagined in the work we make. Our staff are at the heart of us fulfilling that purpose.

ABOUT THE ROLE:

The Audiences & Communications Coordinator will develop our digital content and communications campaigns in creative, surprising and connective ways that capture the imagination and build relationships with our audiences, turning the heads of those we haven't connected with yet.

This role will contribute to the delivery of a wider brand, audience development and communications approach focused on raising the profile of NTW; growing audiences; deepening engagement, and building awareness of our activity and strategic Values.

This role will work closely with the Audiences & Brand Manager, Operations & Social Impact Manager and the Director of Audiences to develop a shared, joined-up approach across the wider Company.

RESPONSIBLE TO

Audiences & Brand Manager

WHO WE THINK YOU MIGHT BE:

You'll be someone with a knack for building relationships and connecting with people. You're driven to understand the needs, motivations and behaviour of others and will have a strong belief in widening access to the arts through creative and empathic communications.

You're curious, resourceful and full of good ideas. You love the science of marketing as much as its creativity. You're compelled by the big picture while keeping a keen eye on the details. You ask questions and are always thinking several steps ahead. You also understand the diversity of cultures which exist here in Wales, and be keen to find connections between these through your work. If you recognise yourself in any of this, then we'd really love to hear from you.

We need a workforce that represents an entire spectrum of lived experience. The more diverse the perspectives we have influencing what we do, the stronger and more meaningful our work will be. We encourage applications from all communities, faiths, backgrounds and from anyone who experiences racism, ableism or poverty. We recognise the social model of disability and are committed to working with our employees to remove barriers to inclusion. We also seek to overcome the barriers faced by applicants with caring responsibilities through a flexible working culture. We will interview all candidates who are Deaf, disabled neurodiverse and/or racialised individuals who meet the essential criteria.

WORKING FOR NTW

Every member of staff at NTW has a significant role to play in achieving the Company's goals. We are all advocates for the Company's work and ethos and everyone is encouraged to go and see work, develop networks and connections, introduce new artists and community members to NTW and help develop ideas for the future. Attendance at Company meetings and Creative Ideas meetings, and active involvement with NTW TEAM (our programme involving a wide range of communities in everything we do) is an important and valued part of everyone's job. Beyond the specific tasks of each job description, these Company-wide activities are a key part of each staff member's contribution and achievement.

KEY RESPONSIBILITIES OF THE ROLE

CONTENT

To innovate digital content which communicates NTWs' creative activity, strategy, values and purpose in a way which inspires audiences and wider stakeholder engagement.

- Work with the Audiences & Brand Manager to plan and imagine, produce, source, edit and publish a range of digital content that engages and inspires our audiences;
- Use insight to increase reach, engagement and impact, including optimising website content according to Search Engine Optimisation;
- Work with the Audiences & Brand Manager to plan and develop website content, including style and layout;
- Lead on the production and distribution of NTWs' email communications, including preparing and maintaining data for email campaigns (segmentation, A/B testing etc);
- Support on the development, drafting and translation of brand-led, audience-focused copy;
- Liaise with graphic designers, filmmakers, video editors, social media agencies and other freelancers / suppliers to produce and distribute content;

- Be a brand champion by ensuring consistency in tone of voice and visual appeal in all forms of digital communication.

CAMPAIGNS

To support the creation of successful campaigns for NTWs' creative activity.

- Support the Audiences & Brand Manager in the development and delivery of campaigns for NTW productions and activities, including:
 - producing campaign packs and assets for production partners and collaborators;
 - liaising with designers, printers, media buyers and other suppliers to produce and distribute print, digital advertising, out of home media, other marketing materials and outsourced campaign delivery;
- Produce campaign assets in-house, including photo and video editing.

SOCIAL MEDIA AND WEBSITE MANAGEMENT

To administer NTWs' social media channels and website and deploy analytics to ensure they are achieving the full potential of audience reach and engagement depth.

- Ensure NTWs' website and online presence is up-to-date and representative of the work we do;
- Deliver improvements to our digital experiences, including generating new ideas and opportunities for our digital channels;
- Manage content distribution across digital channels and social media platforms to increase engagement and web traffic;
- Analyse and report on traffic and user engagement across NTW channels.

PR & MEDIA

To mediate with the press and ensure media coverage is well placed and optimised.

- Act as the first point of contact for press and media enquiries;
- Coordinate the translation of press releases;
- Support the Artistic & Corporate Coordinator to plan, manage and attend all Company press nights;
- Work with the Audiences & Brand Manager to support PR and media campaigns, with the aim of reaching local and national audiences;

- Work with the Artistic & Corporate Coordinator to organise production photography, company video shoots as well as media photocalls, filming and photography;
- Distribute press coverage and content relating to NTW activity.

AUDIENCE DEVELOPMENT

To generate audience intelligence and support on innovating NTWs' communications approach based on this analysis, aimed at growing audience reach and engagement.

- Support the Audiences & Brand Manager to build insight about our audiences, web users and participants to feed into creative approaches to building audiences;
- Understand and develop NTWs' approach to audience segmentation;
- Generate new ideas to draw audience attention, measuring the effectiveness of these ideas through a test and learn approach;
- Support the Audiences & Brand Manager to manage and improve NTWs' CRM database system (Spektrix).

ACCESS

To maintain the inclusivity of NTW communications and creative activity.

- Ensure all NTW communications and content is accessible and inclusive;
- Act as a first point of contact for access enquiries;
- Work with the Artistic & Corporate Coordinator and Production Coordinator, to ensure all of NTWs' activities are accessible.

COMMUNICATIONS

To develop internal communications, including those with TEAM members, ensuring the opportunities for information exchange are proportionate and appropriate, and enhance Company and individual well-being.

- Offer support, advice and skills sharing to TEAM members;
- Build and manage stakeholder relationships including productive working relationships with NTW colleagues;
- Work to improve internal processes and communications.

BOX OFFICE

To administer NTW Box Office for creative activity and work responsively to sales figures in the run-up to opening nights.

- Support the Audiences & Brand Manager to manage NTW Box Office for productions and events;
- Work with the Artistic & Corporate Coordinator in liaising with partner venues and presenters to provide information and briefings for front-of-house and ticketing staff, ensuring the most on-brand experiences are delivered to our audiences;
- Monitor sales and audience activity, closely analysing trends and responding to findings.

PERSON SPECIFICATION

NTW is always open to considering investing in someone who can show us development potential in this role, even though they may not be able to demonstrate all the essential criteria listed below.

	Essential	Desirable
Experience	<ul style="list-style-type: none">• Developing creative and engaging content through digital channels, including all the major social media platforms, and the most effective ways of communicating through them• Developing messaging for different audience segments and knowledge of the importance of audience segmentation• Producing digital content, including video content for social media and websites• Working with databases, websites and email systems.• Website management with an understanding of SEO and Google Analytics	<ul style="list-style-type: none">• Working on marketing and communications campaigns within the arts• Maximising reach and engagement through organic and paid distribution and targeting• Managing suppliers Liaising with suppliers and agencies including freelancers

	<ul style="list-style-type: none"> • Data analysis 	
Knowledge & Skills	<ul style="list-style-type: none"> • Able to communicate fluently through the Welsh language • Passion for social media and ability to understand trends in digital content • A creative thinker able to deliver brand-led, audience focused content and communications • An excellent collaborator and team player with the ability to communicate ideas, keeping everyone involved and informed • Ability to build strong and effective relationships • Excellent writing skills in English and Welsh • High level of computer literacy • Excellent attention to detail • Strong organisational and project management skills, with the ability to manage multiple priorities, deadlines and stakeholders • Ability to use own initiative and judgement when needed 	<ul style="list-style-type: none"> • Proficiency with video and photo editing tools • Skilled in Adobe Photoshop and InDesign, and/or other graphic design tools • Understanding of GDPR and data protection law
Personal Qualities	<ul style="list-style-type: none"> • An energetic, confident decision maker and creative problem solver • Knowledge of and commitment to increasing equality, diversity and inclusion 	<ul style="list-style-type: none"> • Excellent social listening skills • Demonstrable passion for theatre, creativity and the arts as a tool for social change • Understanding of the arts sector in Wales and across the UK
Qualifications	<ul style="list-style-type: none"> • Degree and/or professional qualifications in 	

	communications and marketing OR relevant experience	
--	--	--

TERMS & CONDITIONS

Salary:	£28,000 per annum
Hours:	35 hours per week (plus a compulsory break for one hour, taking the working week to 40 hours). We will consider flexible working arrangements for the right candidate.
Holidays:	25 days per year (excluding statutory Bank Holidays).
Term:	Upon completing a 3-month probationary period, this is a permanent position
Notice:	Following completion of a 3-month probationary period, the notice period is 3 months.
Pension:	We offer a stakeholder pension scheme with Royal London for all our employees. Monthly contributions are deducted from your salary; you can contribute a minimum of 3% - more if you choose to – and we contribute 5%. Once you've completed your probationary period and you know you want to stay, you will be automatically signed up to the scheme, and we will backdate our Company contributions to your start date.

HOW TO APPLY

You can either write a cover letter of no more than 2 pages OR film a video of yourself lasting no more than 5 minutes. We have no preference, and will be happy to accept either format, so feel free to choose whichever suits you best. In your cover letter or video, tell us about you, your experiences, skills and attributes that are relevant to the job, and tell us a bit about what you aspire to in life. What matters to you? What do you believe in? Where would you like to be in 3 years-time? What changes would you like to make to our society? What do you enjoy doing? Send us your cover letter or video with a completed application form and your CV (no more than 2 pages please, plus references) to: work@nationaltheatrewales.org by **5pm on Sunday 5 February 2023**.

We welcome applications in Welsh or English. Please complete the application form, and create your cover letter or video in the language of your choice.

If you are shortlisted, we'll invite you to interview over zoom, likely taking place towards the end of the week starting **6 February 2023**. These are friendly, largely informal 45-minute conversations with approximately three people including NTWs' Executive Director / Deputy CEO and a TEAM panel member. We'll send you a rough outline of the questions we'll ask you, and short biographies of the above in advance.

If you have any questions about the role or the process, don't hesitate to get in touch at work@nationaltheatrewales.org.