



**AUDIENCES & COMMUNICATIONS COORDINATOR**

£27,540 per annum – full time (with flexible working possible)

Permanent position

Some working from Cardiff will be required

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. And so, 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 deliver creative, surprising and connective communications campaigns, designed to build and then strengthen relationships with our audiences; and grab the attention of those we haven't connected with yet.

This role will contribute to the delivery of a brand-led, audience-centred communications strategy focused on raising the profile of NTW; growing audiences; deepening engagement; and building awareness of our brand and value.

This role will work in close collaboration with the Audiences & Content Coordinator. Both roles will work closely with the Audiences & Communications Manager and the Director of Audiences to develop a shared, joined-up approach within the team and across the wider company.

**RESPONSIBLE TO:**

Audiences and Communications Manager

**WHO WE THINK YOU MIGHT BE**

You might 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 smart questions and are always thinking several steps ahead. 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 or ableism. 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.

### **WORKING FOR NTW**

Every member of our team has an important role to play in achieving the company's ambitions. We are all advocates for NTW's work and values, and we are encouraged to go and see work, develop networks and connections, introduce new artists, communities and audiences to the company, and help develop ideas for the future. Being present at Company meetings and getting involved 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**

Creative communications and content are essential to engaging and growing audiences for NTW. Both Coordinator roles within the Audiences team have distinct core responsibilities but also share responsibilities and will work collaboratively, with support and guidance from the Audiences & Communications Manager.

You will be responsible for:

#### **Campaigns**

- Working closely with the Audiences & Communications Manager to devise and deliver campaigns for NTW productions and activities
- Producing campaign packs and assets for production partners and collaborators
- Monitoring and evaluating the effectiveness of campaigns, sharing learnings across the team so they can be applied to greater effect
- Liaising with designers, printers, media buyers and other suppliers to produce and distribute print, digital advertising, out of home media and other marketing materials
- Producing campaign assets in-house, including photo and video editing
- Managing show-specific marketing budgets
- Developing, drafting and translating brand-led, audience-centred copy, including blog posts
- Ensuring our website and online presence is up-to-date and accurate

#### **PR & Media**

- Acting as the main point of contact within the company for press and media enquiries
- Working with the Audiences & Communications Manager to deliver PR and media campaigns
- Drafting and translating press releases

- Working with other members of the Company to plan, manage and attend all company press nights
- Distributing press coverage and content relating to NTW activity
- Working with the Audiences & Content Coordinator to organise production photography, company photo/video shoots as well as media photocalls, filming and photography

### **Box Office Sales**

- Working with the Audiences & Communications Manager to manage NTW Box Office for productions and events
- 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
- Monitoring sales and audience activity, closely analysing trends and responding to findings

### **Audience Development**

- Supporting the Audiences & Communications Manager to build insight about audiences, web users and participants to inform creative approaches to audience development.
- Understanding and developing NTW's approach to audience segmentation.
- Generating new ideas to draw audience attention, measuring the effectiveness of these ideas through a test and learn approach.
- Supporting the Audiences & Communications Manager to manage and improve NTW's Box Office and CRM database system (Spektrix).

### **Access**

- Ensuring all NTW communications and content is accessible.
- Acting as a first point of contact for access enquiries.
- Working with the Audiences & Content Coordinator and Production Coordinator, to ensure all of NTW's activities are accessible.

### **General Responsibilities**

- Engaging with Welsh-language culture and community in Wales.
- Offering support, advice and skills sharing to TEAM Panel and members.
- Building and managing stakeholder relationships including productive working relationships with NTW colleagues.
- Working to improve internal processes and communications.

- Attending performances by NTW and other companies to develop and maintain an understanding of developments within the Company's work and the wider sector.
- Complying with NTW Health and Safety Policy and statutory regulations.

**PERSON SPECIFICATION\***

	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable experience of planning and delivering successful audience-focused communications campaigns</li> <li>• Experience of working with press and media contacts to achieve positive PR and media coverage</li> <li>• Experience and understanding of maximising reach and engagement through creative content and targeting</li> <li>• Experience of website management</li> <li>• Experience of collating and interpreting audience and sales data, analysing and responding to this and reporting back to colleagues</li> <li>• Experience of developing messaging for different audiences and knowledge of the importance of audience segmentation</li> <li>• Experience of managing campaign budgets</li> <li>• Experience of managing successful relationships with</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working on marketing and communications campaigns within the arts</li> <li>• Experience of Box Office CRM systems, ticketing and sales</li> <li>• Knowledge of GDPR and data protection law</li> <li>• Knowledge of the arts, culture and media context in Wales</li> </ul>

	suppliers, agencies and freelancers	
<b>Skills</b>	<ul style="list-style-type: none"> <li>. A creative thinker able to deliver brand-led, audience focused campaigns</li> <li>. An excellent collaborator and team player with the ability to communicate ideas, keeping everyone involved and on board</li> <li>. Ability to build strong and effective relationships</li> <li>. Excellent copywriting skills</li> <li>. High level of computer literacy</li> <li>. Excellent attention to detail</li> <li>. Strong organisational and project management skills, with the ability to manage multiple priorities, deadlines and stakeholders</li> <li>. Ability to use your own initiative and plan and organise your own workload</li> <li>. Ability to remain calm, fair, honest and dependable in the face of conflicting priorities</li> <li>. Ability to communicate through the Welsh Language, verbally and in writing</li> </ul>	<ul style="list-style-type: none"> <li>. Skilled in Photoshop and InDesign and/or other graphic design tools</li> <li>. An understanding of effective Graphic Design</li> <li>. Video editing</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>. An energetic, confident decision maker and creative problem solver</li> <li>. Appreciation for, and willingness to support NTW's</li> </ul>	<ul style="list-style-type: none"> <li>. A passionate belief that theatre matters, is for all, and can and should be enjoyed by everyone</li> </ul>

	commitment to Equality and Diversity and sustainability	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>A mix of relevant qualifications and/or experience</li> </ul>	

\*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 of the essential criteria listed above.

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## TERMS & CONDITIONS

Salary: £27,540 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 three 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](mailto:work@nationaltheatrewales.org) by **10am on Monday 6 June**.

If you are shortlisted, we'll invite you to interview, likely taking place in the week starting **13 June 2022**. These are friendly, 45-minute conversations with approximately three people including NTWs' Director of Audiences 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](mailto:work@nationaltheatrewales.org)