



COMMUNICATIONS & MARKETING MANAGER

£35,000 per annum – full time (with flexible working hours possible)

Permanent appointment

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. 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:

Managing the day-to-day operational activity of the Audiences & Communications Team, including the line management of the Content & Campaigns Coordinator, the Communications & Marketing Manager will work closely with the Director of Audiences to market National Theatre Wales (NTW) activity and shape the Company's positioning, profile and activity in line with the wider brand, audience development and communications approach.

Coordinating and delivering campaigns and sales through innovative content creation, external profile and messaging across all communication materials and platforms, the Communications & Marketing Manager is responsible for building and diversifying audiences and raising the profile of NTW through media coverage.

RESPONSIBLE TO

Director of Audiences

RESPONSIBLE FOR

Content & Campaigns Coordinator

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 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 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 Company Members are 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 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

Marketing & Communications

To develop and deliver values-driven communications which centre audience needs, interests and perspectives and convey core and targeted messaging.

- Delivering NTW annual communications plans, aligned with our new brand identity and organisational vision, mission and values, as well as our audiences and other stakeholders' needs, interests and perspectives
- Working closely with the Director of Audiences and Operations & Social Impact Manager to develop and deliver impactful, distinctive, values driven content which communicates core and targeted messaging including on our organisational impact
- Devising and running successive marketing campaigns which drive engagement figures, including ticket sales, and developing and implementing a new suite of systems and processes to ensure a robust approach to campaign planning and delivery, linked to wider organisational function
- Supporting the Collaboration department in TEAM communications and in creating a more cohesive offer which draws on NTW core messaging and develops content specific to TEAM's vision

Company Brand

To embed the new NTW brand – including tone of voice and visuals – across Company communications.

- Overseeing the day-to-day application of the new NTW brand, developing and ensuring consistency of visual ID, tone of voice, brand personality, championing brand values across the organisation
- Supporting the Director of Audiences to create consistent and effective internal communications

Content & Digital

To create engaging, bespoke content based on audience insight, Company strategy and artistic programming, and grow online audience reach and depth of engagement.

- Leading on creative copywriting and storytelling - developing key narratives and stories that convey the NTW brand and communicate NTWs' values to audiences and stakeholders
- Taking editorial lead, and applying audience segmentation approaches to the creation of visual concepts and messaging for productions, both across digital and print materials
- Managing the production, commissioning and curation of content from a range of agencies, artists and creatives as well as overseeing in-house creation and targeted strategic dissemination across NTW communication channels and digital platforms
- Managing the production of all NTW communications, marketing and other branded materials, including artwork, print, advertising, films and other media
- Supporting the Director of Audiences to develop NTWs' Digital Content and Innovation Strategy and lead on its implementation - exploring ways to expand reach, access, engagement and impact digitally across all areas of the business.
- Overseeing the day to day running of the company website and social media and email communications, creating a stronger presence and visibility for NTW online and growing digital engagement figures

PR & Media

To link stakeholder intelligence to communications planning and manage key stakeholder relationships across NTWs' operating environment.

- Working with the Director of Audiences to design and deliver a PR & Media Plan, aimed at ongoing external positioning and profiling of NTW across the arts and cultural sector and beyond, and at managing the Company's reputation
- Working with the Director of Audiences and Media agencies to shape and develop a long lead press and media strategy aimed at developing NTWs' role and impact on Welsh civic life
- Managing day to day press and media relations - including developing partnerships with PR agency and other freelancers
- Maintaining strong oversight of the news agenda and identifying trends and opportunities to contextualise NTWs' profile and relevance to Wales as a nation and beyond in relation to local and national news and current affairs, including working with the Director of Audiences to manage areas of sensitivity
- Writing, commissioning and overseeing dissemination of press-releases, statements and other content to secure coverage across print, broadcast, online and international media
- Overseeing the creation of press and media plans for NTW productions and projects

Campaigns

To create stunning campaigns which engage current and potential NTW audiences in innovative ways, increasing the reach and accessibility of activity, as well as the depth of engagement.

- Designing and managing the delivery of a range of creative audience engagement and communications campaigns across all NTW activities, designed to build loyal audiences, increase attendance, engagement and ticket sales
- Designing and managing the delivery of key targeted social media / digital campaigns aimed at increasing and building reach and engagement online
- Working closely with TEAM to identify, design and create engagement and audience development opportunities as part of NTW productions and projects
- Working with venues on pricing and ticketing, and advising and working with venues on price-based audience development initiatives

CRM & Audience Data Insight

To manage the new CRM system, generating dynamic audience data insight for the Company.

- Supporting the Director of Audiences with the implementation and management of audience development framing of the Our Work Strategy, using data insight and audience consultation to shape plans and approaches and maximise the reach, range and diversity of NTW audiences
- Managing the organisational CRM system Spektrix, overseeing the running of the NTW Box Office, working with Director of Audiences to ensure that all marketing and communications activity is GDPR compliant
- Supporting the Director of Audiences in strengthening relationships with the venues of Wales to work towards more consistent and comprehensive, GDPR compliant audience data sharing
- Leading on the design and management of audience data and research, ensuring audience insight underpins campaigns development and delivery
- Monitoring and evaluating the reach and impact of audience focused and media campaigns
- Working with the Director of Audiences and Operations & Social Impact Manager to develop and implement effective systems for data capture, tracking, analysis and reporting on organisational progress, learning and strategy to influence decision making by the Senior Leadership Team, Board and wider stakeholders

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 of the essential criteria listed below.

	Essential	Desirable
Experience		

	<ul style="list-style-type: none"> ● Experience as a communications and marketing professional with a track record of delivering successfully delivered, innovative marketing and communications campaigns which exceeded sales and engagement targets ● Demonstrable experience of operational brand implementation ● Experience with CRM systems / data management / segmentation processes ● Experience in developing creative concepts, commissioning and/or producing audience engagement content ● Experience of press and media planning, writing press releases, key corporate communications, as well as securing press at key events ● Track record of developing online content through website, social media, digital marketing and SEO activity ● Experience of budget management 	<ul style="list-style-type: none"> ● Experience of developing and implementing Audience Development strategies ● Experience of storage, management and editing content ● Excellent communications network including media contacts in arts and culture – cross-sector / and political, as well as grassroots levels ● Up to date knowledge of GDPR (data protection) and its implications for communications and marketing campaigns ● Experience of working with venues on pricing targets and effective ticketing initiatives ● Experience of liaising with advertising agencies and commissioning freelance work ● Demonstrable line management experience including the ability to effectively support the continuing professional development of team members ● Experience of conducting audience research & consultation activities ● Experience of initiating research and using data to inform campaigns, and critically evaluate activity against strategic priorities to maximise their effectiveness including familiarity with digital analytics and tools
<p>Knowledge & Skills</p>	<ul style="list-style-type: none"> ● Excellent communication and interpersonal skills, with a high degree of emotional intelligence ● Excellent creative copywriting / storytelling and campaign innovation skills ● Ability to build and maintain effective internal and external 	<ul style="list-style-type: none"> ● Ability to communicate through the Welsh Language, verbally and in writing ● Knowledge of the arts, culture and media in Wales ● Skilled in Adobe suite and video / audio editing software

	<p>colleague and stakeholder relationships</p> <ul style="list-style-type: none"> ● Good management skills or potential, including the ability to communicate ideas in ways that motivate, build trust and enthusiasm ● Strong research and analytical skills or potential - ability to interpret web and social media analytics and other marketing data to generate creative and engaging content ● Ability to implement strategies and plans into meaningful outcomes 	<ul style="list-style-type: none"> ● Knowledge and understanding of the social impact of the arts and culture and how to communicate this
Personal Qualities	<ul style="list-style-type: none"> ● Strong interpersonal skills with the ability to develop strong and successful working relationships at all levels ● Knowledge of and commitment to increasing equality, diversity and inclusion ● Deploys a positive, proactive, solution-focused and productive approach, and embeds this within team attitudes ● Thrives in a sometimes-high pressure environment, juggling various changing priorities and timescales 	<ul style="list-style-type: none"> ● 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: £35,000 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 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 by **5pm on Monday 22 August 2022**.

If you are shortlisted, we'll invite you to interview over zoom, likely taking place in the week starting **29 August 2022**. These are friendly, largely informal 45-minute conversations with approximately four people including NTWs' Executive Director / Deputy Chief Executive 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