

# **MUSIC. THEATRE. WALES.**

## **needs a Marketing and Communications Manager**

Hours: part-time and flexible, but roughly 3 days a week  
Salary: £27-30k Pro Rata and depending on experience

Based in Cardiff, Music Theatre Wales is one of Europe's leading contemporary opera companies, recognised since its formation in 1988 as a vital force in opera, presenting bold new work that is characterised by the powerful impact it makes on audiences and artists alike. Supported by the Arts Council of Wales and Arts Council England, we normally produce one major UK tour every year, plus smaller scale projects and outreach work, and occasional international touring. More details of our work can be found on our website: [www.musictheatre.wales](http://www.musictheatre.wales)

An exciting opportunity has arisen for a Marketing and Communications Manager to join the team, comprising Chief Executive, Artistic Director, and Artistic Administrator who doubles as Company Manager. We are also currently recruiting a part-time Office Manager. Beyond this core team, a freelance press consultant supports the company's work throughout the year, while the book-keeping function is out-sourced to our accountants.

During production and touring phases, the company personnel expands to up to forty people, including creative teams, singers, musicians and technical staff, for whom the Artistic Administrator/Company Manager provides the necessary support.

Music Theatre Wales is a charity and a company limited by guarantee and is governed by a board of trustees who support the company in a voluntary capacity.

We're looking for someone who will demonstrate genuine commitment to the type of work we do.

We are prepared to offer flexibility in relation to hours worked and work pattern, but we will expect the appointee to work at our office in Cardiff. The company is based in an attractive, modern office situated within a listed building close to Cardiff Bay station.

### **Purpose of the job**

This is a new role at Music Theatre Wales (MTW), created to support the company's strategic objectives and to plan and implement activities that will significantly raise the profile of the company's work and increase the number of people attending performances.

### **Key Roles and responsibilities**

- ! Lead on the creation and implementation of a comprehensive marketing, communications and audience development strategy for Music Theatre Wales linked to the company's Business Plan
- ! Be responsible for the Music Theatre Wales brand, ensuring consistency and alignment of brand visuals, voice, values and messaging throughout the organisation's activities
- ! Increase attendances at MTW's events
- ! Manage and grow MTW's Social Media presence
- ! Manage MTW's printed promotional material including leaflets, posters and programmes

- ! Maintain and develop MTW's website
- ! Manage the use of film and video footage of MTW's activities
- ! Help develop relationships with other like-minded organisations and potential partners
- ! Be responsible for marketing and communications budgets
- ! Provide and present detailed reports as and when requested to the Chief Executive and Board of Trustees
- ! Represent MTW in public forums

### **Marketing Communications and Audience Development Strategy**

- Contribute to all areas of the Music Theatre Wales Business Plan that relate to marketing, communications, audience development, brand and digital
- **Work with the Chief Executive and Artistic Director to ensure audience engagement lies at the heart of all our work**
- Design and implement a CRM strategy for Music Theatre Wales, focused on building the organisation's data to enable development of more frequent and meaningful connections with audiences in order to increase interest in the work and broaden the profile of the company
- Develop and strengthen the Music Theatre Wales brand: lead on brand management across all areas of the organisation, and develop brand guidelines that ensure understanding across the organisation
- Lead on audience research and analysis to inform strategies for engaging and broadening audiences, as well as evaluating and monitoring campaigns and audience engagement initiatives
- Contribute to wider organisational discussions and strategic planning and business development processes
- Support the Chief Executive and Artistic Director in fundraising strategy by supplying audience analysis and guidance around messaging and bid writing.

### **Campaign Delivery (Production-based and Year-round)**

- Design and delivery of marketing and communications campaigns for company productions and projects
- Work with the Chief Executive to design and manage the annual marketing budget
- Creation of production imagery, concepts and messaging, taking editorial lead on copy for productions, both for digital and print, ensuring that all materials for activities in Wales are fully bilingual
- Advise venues on prices and audience development initiatives and agree audience targets with them
- Design and project management of digital assets to drive engagement online
- Work alongside MTW's press consultant to coordinate PR and marketing campaigns throughout the year (as agreed with the Chief Executive and Artistic Director), taking into account the broader, long term organisational communications strategy

### **Digital**

- Take a leading role in the development and implementation of the organisation's Digital Strategy – (linked to the Audiences, Marketing & Communications Strategy)
- Lead responsibility for maintaining and developing the Music Theatre Website, managing relationships with web developers

- Lead on the organisation's digital marketing, acting as a central point for gathering of ideas around content and potential creative assets, and commissioning and developing content
- Create and implement a Communications Calendar and systems for monitoring and evaluation

### **Relationship Management**

- Build and maintain productive working relationships with marketing teams at key partners such as London Sinfonietta and Royal Opera House, as well as at touring venues and with other organisations across the contemporary music / opera sector – seeking opportunities for collaboration and joined up approach to marketing, communications and audience development
- Build and maintain strong, creative relationships with key artistic collaborators including artists, community organisations, conservatoires and other educational institutions with the purpose of accessing and building connections with new audiences.

### **General**

- Ensure an intelligent, creative and audience focused approach sits at the heart of all Music Theatre Wales marketing and communications activity
- Develop and manage effective organisational systems and processes for all marketing and communications activity
- **Lead on the design and management of audience data and CRM within the organisation, ensuring that all marketing and communications activity is GDPR compliant**
- Attendance at Music Theatre Wales productions, assisting Front of House activity in consultation with partner venues, and meeting press and guests where appropriate

## **PERSON SPECIFICATION**

We are looking for an engaged self-starter with strong leadership skills and a willingness to challenge the status quo. The position demands someone with at least three years' experience working in marketing and communications. We need an innovative and creative approach to designing communications messaging, and a good understanding of the power of social media and digital marketing as a means to develop audiences. The successful candidate will have a passion for arts and culture and will champion the need for audiences to be at the heart of an arts organisation.

### **Key skills, attributes and experience**

#### **Essential:**

- 3 + years' experience working in creative, cultural or charity sectors
- Experience of developing and implementing marketing and audience development strategies
- Experience of campaign planning and delivery, including design and print production, print distribution, content creation, social media advertising, email marketing, reciprocal marketing activity, and press and media
- Experience of managing and maintaining web platforms and social media, specifically knowledge of digital marketing and engagement, and experience of

managing social media channels (e.g. Facebook, Twitter) to engage audiences, promote events and build brand awareness

- Knowledge of CRM systems or experience of building CRM processes within an organisation
- Strategic and creative approach, with the ability to work to deadlines while managing multiple priorities
- A strong visual sense and a flair for language
- Excellent verbal and written communication skills, including creative copywriting skills and proofing skills, and proven ability to enthuse and persuade
- Meticulous attention to detail and accuracy
- Experience of managing budgets
- A self-motivated person who works well independently and as part of a small team
- A desire to champion the views and perspectives of audiences through all marketing, communications and engagement activity
- Awareness of sectoral developments, including challenges as well as innovations and good practice
- A personal interest or desire to develop knowledge of contemporary opera and classical music
- A personal and professional commitment to equality of opportunity and to diversity in all its forms

**Desirable:**

- An interest and knowledge of contemporary opera, classical music or theatre
- Welsh speaker
- Digital creation skills, including image and video content creation and working experience of programmes like Adobe Suite, InDesign, Final Cut Pro X.
- Experience of marketing contemporary arts and music events
- Educated to degree level

**How to apply**

If you believe you have the skills and experience for the role, please apply with a CV and covering letter outlining how you meet the criteria in the person specification. Please state whether you would propose to work full- or part-time.

Please send your application to Carole Strachan **by email only** [carole@musictheatre.wales](mailto:carole@musictheatre.wales)

**Closing date: 5pm Thursday 28 February**

**First interviews to be arranged for week beginning 11 March**

**Final interviews to be confirmed**