

MUSIC. THEATRE. WALES.

needs a Marketing and Communications Manager

Fixed term contract until the end of December 2020 (part-time)

We are inviting applications from suitably qualified candidates who are able to offer 3 days a week. The company is based in an attractive, modern office situated within a listed building close to Cardiff Bay station and the successful candidate will be expected to work from here.

Salary: £27-30k depending on experience (pro rata)

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. We work in association with the UK's leading contemporary music ensemble, the London Sinfonietta, with whom all our productions are performed.

In 2020, we will deliver two contrasting new works:

February/March 2020

- *Denis & Katya* by Philip Venables and Ted Huffman has already proved to be an outstanding success with our co-producers at Opera Philadelphia where the work has been acclaimed as a totally new way of using opera and music theatre to engage with current social issues. Alongside this, we will run a Young People's Consultation and Creative Project aimed at hard-to-reach young people in Newport and Mold.

June/July and Autumn 2020

- *Violet* will be an equally powerful contemporary work which presents a female-centred plot that stands in stark contrast to most of the operatic canon. Composed by Tom Coult and written by Alice Birch – an outstanding and uncompromising theatre writer known for her strong female leads – *Violet* will give award-winning theatre director Rebecca Frecknall the chance to work in opera for the first time.

An opportunity has arisen for a Marketing and Communications Manager to join our team, comprising Chief Executive, Artistic Director, Office Manager and Artistic Administrator/ Company Manager. Beyond this core team, a freelance press consultant supports the company's work throughout the year. During production and touring phases, the company personnel expands to up to forty people, including creative teams, singers, musicians and technical staff. 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 and details of our track record and our future plans can be found on our website: www.musictheatre.wales

Purpose of the job

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 campaign to promote the work of Music Theatre Wales during 2020
- 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

Campaign Delivery

- Design and delivery of marketing and communications campaigns for company productions and projects
- Work with the Chief Executive to design and manage marketing budgets
- 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)

Digital

- Lead responsibility for maintaining and developing the Music Theatre Wales 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 the London Sinfonietta, Snape Music and the Royal Opera House, as well as at touring venues and with other organisations across the contemporary music / opera sector – seeking opportunities for collaboration and a 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 management of audience data 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

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 plans
- Experience of campaign planning and delivery, including design and print production, print distribution, content creation, social media advertising, email marketing, and reciprocal marketing activity
- 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
- Ability to contribute ideas and a willingness to challenge the status quo
- 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

Please send your application to Carole Strachan **by email only** carole@musictheatre.wales

Closing date: 5pm Monday 25 November