

Music. Theatre. Wales. are recruiting!

COMMUNICATIONS & MARKETING MANAGER

Music Theatre Wales are looking for an outstanding communicator to be our new Communications & Marketing Manager to manage the development and implementation of the communications and marketing strategy of our work.

To be successful in this role you will be a creative and strategic thinker, with demonstrable experience and skills in arts marketing, audience development and community engagement.

You will understand digital and traditional marketing, be confident in a PR and communications role and have the skills to lead on our digital and social content. You will be the brand champion and bring together all communications, internally and externally under one clear identity working to raise the profile of MTW within Wales, the UK and internationally. You will lead artists, audiences and communities to our work.

This is a part time post with the post-holder working 3 days per week with a salary of £16,800 per annum (£28,000 FTE).

The role requires a flexible approach with some periods requiring greater commitment to ensure the success of the project. TOIL (time off in lieu) is made available to all employees should additional hours be worked during busy periods.

Company Background

MTW has been a force for change and development in opera in the UK, creating transformational opportunities for artists and audiences to create and access contemporary opera, often for the first time. We have worked with many of the most acclaimed composers of our time, we have created 53 live productions, including 23 world premieres, and in 2021 we set off on a new journey, asking what is it that opera needs to do NOW to play a vital role in contemporary life.

MTW is a highly acclaimed force in new opera in the UK. The production we toured in 2022 *Violet* by Tom Coult and Alice Birch has recently been nominated for the Classical Music IVORS - its fourth major award nomination, following the UK Theatre Awards, International Opera Awards, and South Bank Sky Arts Awards. One of our first digital pieces for New Directions won the Focus Wales Film Festival Award in 2022.

With a history of creating innovative work, we have applied this thinking to ourselves – asking what value can we bring to society as makers of new opera? Our answer is to re-imagine what opera is and create work that truly reflects Wales and the UK as it now is. We will achieve this by asking the very artists who have been ignored or excluded from opera

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to bring their skills, vision, stories and music to a form which is crying out for a new direction and a new audience. We aim to bring opera back in touch with more people and more communities.

Our Work

Music Theatre Wales is re-imagining opera.

We are asking What is Opera? Who is making it? and Who is it for?

Placing Inclusion Front and Centre of our Strategies and Campaigns

We have been re-imagining how we engage people with our work. Our approach has become less transactional and more holistic, connecting on a deeper level with the people we collaborate and share our work with, and this requires a different approach to our communications to pure event marketing.

We want to make sure we prioritise the historically uninvolved people that most of our work is now specifically intended for. Once the engagement is under way, we would then embark on a more traditional campaign plan to engage our usual audience, ensuring they have access too.

We will engage in community conversations as a listening exercise and as a genuine conversation – not making assumptions that a particular artist speaks for a particular community, but instead hearing from the people within the communities who have historically been excluded.

Our work has two main strands:

NEW DIRECTIONS

Everything we do is about taking opera-making in New Directions.

We are working with artists and communities to develop new work and new ways of working. Our particular focus is on collaborating with those who have not been part of the opera tradition so far, but who have so much to offer as storytellers in music. Together we are creating new ways of presenting opera – as live performance in different forms and in multiple locations; as digital work; as street art; as community events; and in ways not yet imagined.

FUTURE DIRECTIONS

A young people's programme which brings together neurotypical and neurodivergent, learning disabled and autistic people age 16 – 25 to create a digital opera that gives voice to who they are. The young people's work is made in collaboration with music, theatre, opera and film professionals and presented as a Music Theatre Wales production.

Young people are the future, and we want to inspire them to explore how opera can extend their creativity and strengthen their sense of personal identity and give them a voice in the

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world. At the same time, the work of the Young Company will help develop MTW's own approach to making new work. Future Directions is a partnership project with Hijinx.

Location - MTW is based in Chapter Arts Centre, Cardiff.

Brief: Communications & Marketing Manager

Are you passionate about arts and inclusion, skilled at building new connections and audiences and nurturing existing ones?

As our Communications and Marketing Manager, you will work closely with and have the support of the Director and the General Manager in your role. This role will promote our programmes and deliver our audience development and community engagement plans. You will create and share engaging content, some of which will be co-created with creative teams. You'll write and design newsletters, marketing emails and social media content. You'll support the production of short-form films for our website and YouTube channel, which will involve communicating with music creators, creative teams and our partner organisations. You will lead on engaging people with our programme, including live and digital events, monitoring the impact of marketing and communications, and using social media insights to monitor and assess our results against our engagement aims. You'll carry out research and work to develop MTW's evaluation processes alongside an evaluation consultant and the Director and General Manager. We'll soon be creating a new website, so you will lead on this project as well as the management of the website going forward, to include content creation and updates.

You will manage and maintain marketing and communications materials and databases, and work alongside press and media, creative artists, community groups, project partners and a range of suppliers.

The Communications & Marketing Manager will report to the General Manager, working closely with the Director as well as a range of freelancers.

We are a small team working in a hybrid nature from our office based at Chapter Arts Centre, Cardiff. We are a flexible working employer, and this role can work as a blended home and office role. The position will initially work part time, for three days per week. We will review this contract on a regular basis, with the possibility of adjusting it if it is deemed necessary for the good management of the company.

As MTW is located within Wales, with a strong commitment to our Welsh language policy, the ability to communicate in Welsh is highly desirable for this position. The successful applicant will be encouraged and supported to develop sufficient Welsh language skills to drive and oversee our bilingual marketing and communications.

Principal Responsibilities

Please note that this Job Description is designed to give you an overall view of the job and is not a definitive list of tasks.

Planning and Delivery

- Develop and manage the implementation of a new and impactful communications, marketing and engagement strategy for MTW, with particular attention on new and inclusive ways to reach and create meaningful connections with diverse audiences and communities.
- Work with the team and the evaluation consultant to create and deliver evaluation-led strategies, embedding our intended outcomes with informed and measurable data.
- Maximise the impact of our website, digital platforms, socials and techniques in engaging with diverse audiences and communities.
- Where it is decided that we need to work with people (designers, illustrators campaign managers etc.) with lived experience within a project, work to research relevant creatives and create briefs.

Engagement

- Create authentic engagement-led and community focussed campaigns that reach intended audiences rather than embarking on cookie-cutter campaign plans.
- Develop accessible and inclusive campaigns that reach a wide audience and provide relevant information in advance of and during the productions and projects.
- Work closely with the creative teams to ensure content and messaging is relevant to the production/project and its intended audiences.
- Work in collaboration with partner organisations and with organisations who might have an interest in each project.

Campaigns

- Plan and implement marketing campaigns to create meaningful content which maximises reach, including engagement with live and digital audiences and the effective dissemination of our digital productions.
- Manage communications to MTW's mailing list, keeping the list up to date and ensuring it conforms to GDPR legislation. Grow this mailing list as part of the wider MTW marketing plan.
- Manage advertising, print distribution, direct mail. marketing campaigns.
- Deliver campaigns on the ground and through social media.
- Work in collaboration with partner organisations to create a joint approach to campaign planning where relevant

Brand & Promotions

- Manage the MTW brand, mission and visual identity. This includes the design and production of assets, marketing materials and working with our external web designers to keep the MTW website up to date and create unique content that drives people to our website.

PR, Digital & Social Media

- Create and deliver achievable press and communications plans to reach the right audiences and communities for each of our projects. Produce, edit and publish new digital content and content from MTW's digital archives, for sharing via our website, social and digital channels.
- Develop, maintain and update socials including Youtube, Instagram, X, Facebook, Linked In and Linktree.
- Liaise with freelance artists, directors, graphic designers, filmmakers, photographers, translators and others to produce and distribute content.
- In collaboration with the Director and artists, write copy about new productions and projects.
- Be an advocate for Music Theatre Wales

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- Work with freelance PR consultants (where relevant) to maximise media coverage for all productions and events, digital and live.

Resources

- In collaboration with the General Manager, manage and monitor marketing and communications budgets effectively, ensuring value for money with competitive quotes from key suppliers.
- In collaboration with the General Manager, develop and design resource packs and call-outs for specific projects and assist with recruitment of participants as necessary.

Data Analysis, Evaluation and Reporting

- Work with the General Manager on evaluating each project, including audience profiling, media coverage, economic impact, with strong data analysis etc.
- Provide regular updates to The General Manager & Director, attending meetings as necessary.
- Work within MTW's developing evaluation processes, creating outcome-led campaigns using evaluation and communications processes to build insight into audiences and inform future strategy.
- Contribute to ACW reporting.

Other

- We use Canva Pro for our graphic design.
- AMA membership included as part of this role.
- Adhere to relevant policies and values of the organisation, including Health & Safety, Safeguarding, Welsh Language, Environmental, EDI, and others to be provided as part of the induction process.
- Any other duties that are commensurate with the responsibility of the post.

Equality And Inclusion

At Music Theatre Wales we are committed to achieving greater equality as an organisation and as an employer, and we aim to ensure that no one receives less favourable treatment as a consequence of having a protected characteristic. We believe that this is a matter of social justice and human rights, and that quotas don't help to effect change unless cultures change within organisations. Change is happening throughout our organisation – in the work we make and the people who make it; the people we reach; the board of trustees and our staff.

You can read our full Strategic Equalities Plan [here](#).

Person Specification

Please ensure your application directly addresses these criteria as our shortlisting panel will assess against these.

| | Essential | Desirable |
|-------------------|---|---|
| Experience | <p>A track record of developing and managing marketing & social media campaigns, creating creative and engaging content through digital channels, including socials, and the most effective ways of communicating through them.</p> <p>Experience of creating and producing digital content, including video content and copy, for website, socials and experience of editing photography.</p> <p>Ability to work with content management and email systems (we use mailchimp)</p> <p>Experience of website management with an understanding of SEO and Google Analytics.</p> <p>Experience and understanding of maximising reach and engagement through organic and paid distribution and targeting.</p> <p>Experience of collating and interpreting data, analysing and</p> | <p>Experience of working on marketing and communications campaigns within the arts including digital marketing.</p> <p>Knowledge of GDPR and data protection law.</p> <p>Knowledge of the arts, culture and media context in Wales.</p> <p>Experience of project budget management.</p> |

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| | <p>responding to this and reporting to colleagues.</p> <p>Experience of developing messaging for different audiences and communities, creating meaningful content for different people.</p> <p>Managing suppliers and agencies, including liaising with freelancers.</p> | |
| <p>Skills</p> | <p>A creative thinker able to deliver meaningful engagement, mission-led, audience focused content and communications.</p> <p>A collaborative approach to teamwork with the ability to communicate ideas, keeping everyone involved and informed.</p> <p>Ability to build strong and effective relationships, with excellent social listening skills.</p> <p>Excellent copywriting skills.</p> <p>Excellent video and photo editing skills, and knowledge of digital media formats, and HTML.</p> <p>High level of computer skills with excellent attention to detail.</p> <p>Strong organisational and project management skills, with the ability to manage multiple priorities, deadlines and stakeholders.</p> <p>Ability to remain calm, fair, honest and dependable in the face of conflicting priorities.</p> <p>Ability to remain up to date on latest developments and opportunities across all arts communications and engagement.</p> | <p>Ability to understand trends in digital content and socials.</p> <p>An understanding of effective Graphic Design.</p> <p>Ability to communicate through the Welsh Language, verbally and in writing.</p> |

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| Personal Qualities | An energetic, confident decision maker and creative problem solver, able to use own initiative and judgement when needed. A passionate belief that new opera and music theatre, live and digital, can attract a much wider and more diverse audience, can be made available and enjoyed by everyone. | |
| Qualifications | A mix of relevant qualifications and/or experience. | A Welsh language qualification |

Terms

Line Manager: General Manager

Contract: Permanent role (3 months' probation)

Hours: Part-time, 3 days per week (21 hours per week).

Based at: Chapter, Cardiff – hybrid working available

Salary / Benefits: £16,800 per annum (£28,000 FTE)
MTW offers a workplace pension scheme via Nest and Employee Assistance Programme. MTW is committed to supporting ongoing professional development and will work closely with the postholder to ensure that their needs in this area are met

Holidays: 25 days per year in addition to 8 public and bank holidays (pro rata).

How To Apply

To apply, please send us:

- Your current CV highlighting relevant experience, skills and qualifications
- A covering letter detailing your suitability for the post and how you would approach the responsibilities of the role (no more than two pages)
- 2 x references and their contact details (these can be included in your CV or covering letter)
- A completed Equal Opportunities Monitoring Form, to be completed online [here](#). Please confirm in your covering letter or email that you have completed this form.

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Applications should be sent to kathryn@musictheatre.wales by the closing date.

Closing date: Wednesday 13 December, 6pm

Interviews: 19 -21 December with a view to start as soon as possible in January 2024.

We anticipate that interviews will be in person at our office at Chapter Arts, Cardiff but may take place via Zoom.

Diversity, Equality & Access

If you would like to submit your application in a different format, we would be happy to accommodate this. To discuss this, or to chat through any additional access or inclusion requirements or other reasonable adjustments, please contact kathryn@musictheatre.wales.

MTW is committed to being an equal opportunities employer and is committed to improving its diversity in order to reflect the communities it serves. We encourage applicants from the broadest range of backgrounds, with different skills and experiences to bring into our organisation. As part of our commitment to increasing the diversity of our workforce we provide a guaranteed interview scheme to applicants who meet the minimum requirements for the job who are disabled, neurodivergent or people of the global majority.

To ensure our interview process is accessible to the widest candidate pool, we will provide all candidates with interview questions, and details about the format of the interview, in advance.

DATA PROTECTION

Music Theatre Wales will collect and process personal data from you to manage the recruitment process. Any data MTW holds about you will be stored securely with access restricted to those involved in administering the recruitment process. MTW will hold your data on file for six months after the end of the recruitment process. In order to carry out the recruitment process MTW will share the personal data received from you amongst its administrative team, shortlisting, and interview panel. Access will be restricted to those involved in the recruitment process.

MTW is funded by Arts Council of Wales.