

Marketing Officer

Inclusive. Interactive. Imaginative.

About Us

Immediate Theatre has worked with young people and communities in Hackney and East London for 25 years. We are committed to increasing access to the arts for all and we believe in the transformative power of theatre and the arts to all our lives and the importance of giving people a voice. Our purpose is to involve communities in creative projects that inspire wellbeing, break down barriers and engage people in the process of personal and social change.

Our Objectives:

- Providing inspiring participatory arts programmes, enabling people to reach their potential and preventing exclusion and social isolation
- Creatively exploring social issues, engaging people in the process of change and encouraging and enabling them to influence decision making
- Improving health and wellbeing and increasing life skills and employability through engagement in the arts





Our Patron

We were delighted to welcome our first patron, Idris Elba, in July 2020. Idris' representation and commitment to our organisation at such a challenging time for the industry has brought much-needed support to continue our work with the most vulnerable communities across Hackney and make a positive impact in our society. Being a Hackney boy himself, he has been a huge inspiration to the young people we work with, strengthening their belief in what they are capable of achieving.

“Community theatre companies play such a vital unsung role in supporting young people in some of London's most underprivileged boroughs. I have been so impressed with the team at Immediate Theatre and their tireless efforts working with young people in Hackney, providing them with a place of safety and encouragement where they can be free to express themselves, and I'm proud to join them as Patron.”

Idris Elba

About the Role

Job title:	Marketing Officer
Role:	To lead on implementing and developing the marketing and communications strategy, devising and delivering campaigns and supporting the wider Immediate Theatre team to increase reach and community engagement.
Salary:	£27,074 - £30,858 per annum depending on experience
Responsible to:	General Manager
Duration:	This is a permanent post.
Annual Leave:	25 days per annum plus Bank Holidays pro rata
Office Base:	The post holder wil work from Immediate Theatre's office at Unit 1 The Sidings, 10 Andre Street, E8 2AA as well as other locations across Hackney, with some remote working.

The successful candidate will need to undergo a DBS check prior to confirmation of employment.





Duties (1/2)

Marketing and Communications

- Lead on implementing the marketing and communications strategy to enable the company to reach more people, raise awareness of the company's work and increase engagement.
- Devise and deliver campaigns for all Immediate Theatre programmes and activities.
- Develop Immediate Theatre's presence on social media platforms, generating and managing relevant content and engaging with peers and stakeholders in a timely manner.
- Maintain and update Immediate Theatre's website ensuring content remains relevant and meets the needs of different users, working with the website designer as necessary.
- Manage the design, production and distribution of print and digital promotional materials; including creating in-house and commissioning external designers to develop materials.
- Create copy for marketing communications including e-newsletters, blog posts and press releases.
- Work with all staff to ensure activities are marketed in a timely manner, in line with the marketing strategy, including collaborating with freelance marketing staff on specific programmes.
- Lead on branding, ensuring that all materials follow branding guidelines and partners and funders are credited as appropriate.
- Work with our Patron, Idris Elba, and his team, to maximize publicity and raise our profile and level of donations.
- Research and lead on opportunities to raise Immediate Theatre's profile, including entering local and national awards.
- Lead on online fundraising campaigns such as the Big Give & Hackney Half, identifying ways to encourage individual giving.
- Manage the marketing budget across all programmes.
- Support the Immediate Theatre team to carry out outreach and audience development initiatives to engage new participants and expand our work.



Duties (2/2)

- Support the creation of the Annual Report including writing, proof-reading and creating visuals.
- Monitor and evaluate the impact of campaigns and communications and use the results to inform and shape the Marketing Strategy and create reports for staff and Board.

General

- Monitor funders' reporting requirements and deadlines and support the General Manager and Artistic Director to ensure these are delivered on time.
- Support in the coordination of events, including management of guest lists and ticket allocations.
- Support staff recruitment including creating job packs and placing adverts.
- Assist in scheduling content across Immediate Theatre's partner, the 16+ Hackney Network.
- Attend and contribute to project and team meetings, take part in training, supervision and company development activities as required.
- Keep accurate, up-to-date databases, monitoring information and appropriate filing systems.
- Visit projects as requested, act as an ambassador and represent the company at meetings.
- To undertake other duties associated with this post as requested.
- To adhere to quality standards as set out in Immediate Theatre's policies and procedures.

Equal Opportunities

To integrate anti-discriminatory practice into all aspects of work with the company and promote equality of opportunity in both service delivery and all matters relating to staff and volunteers.

Safeguarding

All staff have a responsibility to safeguard and promote the welfare of children and adults. The post holder will undertake the appropriate level of training and is responsible for ensuring that they understand and work within the safeguarding policies of the organisation.



Person Specification (1/2)

Essential

- A passion for the arts and reaching new audiences
- Demonstrable marketing experience
- Experience of creating digital content and publicity materials
- Strong copy-writing and proof-reading skills with great attention to detail
- Interest in and good understanding of social media platforms and how to engage audiences
- The ability to deal confidently and positively with people in person, online and over the phone
- Competent Microsoft Office user with knowledge of design, video and image editing software
- An ability to think creatively and to design publicity materials
- Good administrative and organisational skills with the ability to manage multiple priorities
- An understanding of and commitment to Equality, Diversity and Inclusion
- A commitment to ensuring marketing content is accessible and inclusive



Person Specification (2/2)

Desirable

- A passion for the arts and reaching new audiences
- Demonstrable marketing experience
- Experience of creating digital content and publicity materials
- Strong copy-writing and proof-reading skills with great attention to detail
- Interest in and good understanding of social media platforms and how to engage audiences
- The ability to deal confidently and positively with people in person, online and over the phone
- Competent Microsoft Office user with knowledge of design, video and image editing software
- An ability to think creatively and to design publicity materials
- Good administrative and organisational skills with the ability to manage multiple priorities
- An understanding of and commitment to Equality, Diversity and Inclusion
- A commitment to ensuring marketing content is accessible and inclusive

Qualities

- We are looking for an individual who:
- Is enthusiastic about their work and eager to contribute to company activities
- Enjoys working with young people
- Enjoys problem solving
- Enjoys a challenge and can work under pressure
- Can work under own initiative and as part of a team, self-motivated and proactive.

Application Process

- Please complete an application form (do not send us a CV) which can be downloaded alongside the job description. We generally receive applications by email, but please let us know if you'd like to submit your application in an alternative way.
- Please ensure that you have completed the equal opportunities monitoring form which can be accessed via the link on the Job Opportunities page.
- For emails, please insert YOUR NAME: MARKETING OFFICER as the subject. · Email your completed applications to recruitment@immediate-theatre.com

Application Deadline: 10am on Monday 5th February

Shortlist Contacted by: Friday 9th February

Interviews: Tuesday 13th February

Shortlisting and Interview

Shortlisting will take place as soon as possible after the closing date. We will go through your application in detail looking for specific evidence that you possess the knowledge and skills required for the role; the more evidence you provide, the stronger your application is likely to be. Don't just tell us you've got great organisational skills; tell us about when and how you've used them (this can be an example from school, college/university or previous employment – tell us what you did and how you think that meets the criteria).

You might find it easier to use each of the essential criteria (and desirable criteria, if possible) for the PERSON SPECIFICATION as a heading and to write a short paragraph about each one. When writing your supporting statement, we recommend maximum of two A4 pages.

Shortlisted candidates will be contacted by email and invited to an online interview. If you are not shortlisted, we will notify you by e-mail. Unfortunately, we do not have capacity to give feedback to people who are not shortlisted for interview, but if you are interested in discussing your career in the arts you are welcome to email us again to arrange a chat.

- Interview panels vary but interviews are generally conducted by the Line Manager of the role together with one or two other persons from Immediate Theatre. We will provide some of the questions ahead of the interview so that you can prepare your responses in advance.
- All offers of employment are made subject to contract, receipt of at least two suitable references and documentation confirming your eligibility to work in the UK.



Good luck with your application.

