**Application Pack —Marketing and Digital Officer**

Thank you for your interest in tiata fahodzi.

We are looking for a Marketing and Digital Officer to join us for 3 days per week.

This role will work closely with our producing and executive team as we embark on the next chapter of tiata fahodzi’s incredible legacy as a touring theatre company. This role requires an experience in audience development, marketing strategy, social media creation, data and analytics, reporting and website design.

**The deadline to apply for this role is Tuesday 12th August at 12pm.**

Further details on how to apply are included below.

This application pack includes:

* Information about the company
* Person specification
* How to apply
* A job description detailing the key roles and responsibilities of the Marketing and Digital Officer

**About us**

Founded in 1997,  tiata fahodzi is the UK’s leading British African heritage contemporary theatre company. We produce theatre that is fearless for a Britain of today, rich with languages, races, cultures, and identities. We make theatre that looks around and looks forward with a mission to tell contemporary stories in modern and innovative ways, celebrating characters and audiences defined not by their diversity, but by their humanity.  Our mission is driven by our values as an inclusive, ambitious, and collaborative company that is British African heritage focussed nationally and internationally.

**Our values**

We are welcoming, professional; ambitious and rigorous; resourceful, honest and generous; collaborative, dedicated and empowering.

We believe that healthy artists, communities, and audiences is what makes great work.

We grow and nurture talent and future generations to ensure they have a place in British theatre ecology. We make a promise to our artists to be a *home* for their ideas and allow for work that fully represents their full lives and the stories that from their heritage.

When we use the word community, we don’t mean the things happening outside of our buildings and theatre institutions, but instead we recognise we are part of a much bigger community, and that it is possible for all of us to be creatives, make work, enjoy culture, and fight for the arts.

**The Role**

**What you will be doing**

The Marketing and Digital Officer will create and implement exciting campaigns and PR strategies for the company and our productions, they will work closely with the producing, executive and development team, engaging new audiences whilst nurturing pre-existing ones, creating systems in collating audience feedback and will uphold tiata fahodzi’s brand, tone and style. They will have a thorough knowledge of the theatrical digital landscape and will be creative in their approach to marketing productions. They will have confidence in dreaming and implementing these ideas and be proactive in their approach in developing audiences. They will be responsible for updating the company website and will be key in working with our touring partners in collating/sharing data in line with UKGDPR regulations. They will have excellent copywriting skills, to create alluring marketing campaigns whilst being able to work directly with our artists and external PR teams and will champion the company’s values. The role requires:

This role will be especially crucial in the coming months as we prepare for a busy Autunm, with many exciting productions and projects.

**Who we are looking for**

We are looking for a Marketing and Digital Officer who has experience of working in theatre, working with artists and understands touring work, audience development and creating and implementing marketing strategies. We are looking for someone who is confident on social media, proactive in their approach to audience development and meticulous when gathering data for reporting. The role would suit an early career professional with knowledge of the digital and theatrical landscape and top-notch writing skills.

**Essential**

* At least two years' experience in a similar office-based role
* Strong copywriting skills
* Excellent knowledge of social media and Google Analytics/Data Reporting
* Strong organisational skills, with ability to work with multiple departments across our touring partners.
* Experience in creating effective marketing campaigns
* Experience in creating effective marketing strategies with audience development in mind.
* Knowledge of UK GDPR and data systems.
* Ability to manage their own time and responsibilities while working independently and remotely.
* Excellent communication skills both verbal and written.
* Highly confident in using word processors, spreadsheets and email software.
* Highly confident in wordpress and website updating.
* Passionate about Equality, Diversity, Inclusion, and how we can practice our values across every part of our organisation.
* Commitment to tiata fahodzi’s mission, vision and values.

**What you’re good at**

* Digital marketing, with excellent skills in social media, planning, creation and audience development.
* Copywriting skills.
* Experience with working with PR companies and building and implementing detailed marketing strategies.
* Commitment to get the job done, often without supervision.
* Professional communication style (both verbal and written) at all times.
* Attention to detail

**Desirable**

* Java-Script, CSS, & Wordpress skills
* Design skills, such as Photoshop, Adobe & Canva
* Knowledge of ACE Impact and Insights programme
* Knowledge of ACE reporting systems
* Worked within an NPO, specifically with touring experience
* Strong understanding or experiences living or working in Watford and/or the South East region.
* Confident in using Microsoft Office 365 and Outlook.

**What we are offering**

The role is for a permanent contract, offered for 3 days per week at a pro-rata salary of £27-30K.

**How to apply**

We are keen to hear from a range of candidates from all backgrounds with diverse ideas and interests. We will always want different perspectives, experience and knowledge helping to shape tiata fahodzi’s future. If you need to receive this

recruitment pack in a different format, please contact us at admin@tiatafahodzi.com

We’d love for you to make an application in a way that feels best for you. We have outlined some ways we would like to hear from you below. If you would like to suggest an alternative, please contact us to talk about approaching this in a different way from those listed below.

If you would like an informal conversation about the role prior to applying, please contact the General Manager, Charlotte Phaure- Davis at admin@tiatafahodzi.com who will be happy to arrange this for you.

**Suggested ways to apply**

* **a cover letter** — (either on paper or emailed) that is no longer than 1,000 words.
* **a cover video** — that is no longer than five minutes (.mov, .mp4 accepted).

Please also include your CV (max. two pages) with the names of two referees.

Everyone will be considered equally regardless of how they choose to apply.

We will reply to all applications with a link to our equal opportunities form, please complete this.

**Information to include in your application**

* Give us details of the qualities and experiences you would bring to the role and how that meets the person specification.

We will discuss access requirements relating to interview questions and format with all shortlisted candidates.

Send your application by email, with *Application for Marketing and Digital Officer* in the subject line, to: admin@tiatafahodzi.com

*tiata fahodzi is an Arts Council England National Portfolio Organisation.*



**Marketing and Digital Officer**

**Job Description**

**Job title: Marketing and Digital Officer**

**Responsible to:** Executive Producer

**Responsible for:** n/a

**Contract:** Permanent

**Hours:** This is a part-time position of 3 days per week. Office hours are 10am – 6pm.

**Location:** We are open to hybrid working. tiata fahodzi is based in Watford Library, where we expect a minimum one office day on a Tuesday, per week.

Some weekend and evening work may be required, depending on production and other project requirements.

**Salary:** £27-30K depending on experience

**Key Responsibilities**

**Supporting the Executive, Producing and Development team in:**

* Marketing all productions, working alongside our touring partners to build on existing audience development and loyalty building for new audiences.
* Create and implement effective marketing campaigns with tight deadlines
* Crate a PR & Marketing strategy to best promote our productions, whilst profile raise the organisation.
* Analyse and report on our audience data for ACE reporting and future campaign building.
* Support the Executive team in creating pre & post show follow up emails for opt-in audiences.
* Work with the Executive and Development Team to create bespoke email update to our regular donors.
* Promoting accessibility including captioned, audio described and other accessible performances

**Digital marketing**

* Create effective strategies to widen our audience reach, to include effective use of social media, website updating and blog posts.
* Creating and editing digital content such as promotional trailers, production images and audio pod casts.
* Lead and schedule all social media activity and posts and managing all activity in line with the company brand, tone and style.
* Editing and updating the website, ensuring that it is user –friendly and accessible to all audiences

**General marketing and press responsibilities**

* Work with our external PR to maximise opportunities
* Working alongside the Producer to create and implement marketing campaigns on specific productions and manage the marketing line in the budget.
* Proofreading all print and digital output with a meticulous eye across the company and our touring productions, working alongside our touring partners to do this.
* Digitally archiving press and audience feedback for future reporting.
* Comply with UK GDPR systems and process and data storing at all times.
* Attend press nights and fundraising events (as required)
* Working with our writers to proofread copy and make amendments.