

## **MARKETING AND COMMUNICATIONS**



Thank you for your interest in the role of Marketing & Communications lead at Earthfall.

This pack contains information about the post and you should visit [www.earthfall.org.uk](http://www.earthfall.org.uk) for more information about the company.

Founded by Jessica Cohen and Jim Ennis in 1989, Earthfall are an award winning dance / physical theatre company celebrating their 25<sup>th</sup> anniversary this year and are seeking to appoint a team member, responsible for taking the lead on Marketing and Communications.

The company is about to continue touring its new production *STORIES FROM A CROWDED ROOM* in the autumn to venues around Wales and England. With four new productions planned in the next three years and our involvement in a capital development partnership, this is an exciting time to join the company.

Earthfall have a reputation for delivering high quality marketing and engagement campaigns and in 2012 won a Chartered Institute of Marketing / Canmol award endorsing the quality of their work.

Earthfall operates a flat management structure and marketing and communications is central to the organisation's operations and values.

## Role Outline

This is an ideal role for someone who may currently be working at an officer / assistant level, wishing to develop their skills and experience with a mid-scale touring company working across the UK and mainland Europe. A level of creative freedom is offered, along with the opportunity to input into the future direction of the company.

- Supported by the General Manager / Producer, develop and implement the marketing and communications strategy for the organisation
- Work with the Artistic Directors and Producer to develop and deliver production specific campaigns
- Supervise and manage contract staff on a project basis
- Provide support to the Education/Participation & Development/Touring leads on marketing and communication requirements to help them inform and deliver their role, particularly in the areas of fundraising and participatory campaigns
- Be responsible for the delivery of the Earthfall brand both on and off-line
- Manage our digital and social engagement channels to build and maintain loyalty, including creating new content
- Originate copy for both corporate and production print and communications, and manage the relationship with our designer
- Develop and maintain relationships with venues and funders, ensuring a coordinated and supportive approach to marketing and communications activity
- Develop and maintain relationships with local/regional and national (UK) press and collaborate with our London based PR agency for our London season
- Analyze the effectiveness of campaign activity using both venue data and online data; originate new methods of capturing audience data
- Budget responsibility for all marketing and communications activity with responsibility for agreeing income and expenditure targets and developing strategies that meet those targets
- Evaluate marketing and press campaigns and monitor their effectiveness
- Represent Earthfall on tour and at trade and industry events
- The Earthfall production team is small but committed and self-motivated, working collaboratively to deliver the artistic strategy. As such, each member of staff is “self-servicing” and takes additional responsibility for an area of core support activity. The current post holder also takes responsibility for the management of Earthfall’s fleet of vehicles
- Self-manage / deadlines / priorities / adapt to new priorities
- Responsibility for continuing self-development including identifying training opportunities

**Career progression:** This role would suit someone who either wishes to develop their marketing career to Manager/Director level, or wishes to pursue a career as a General Manager / Producer.

## Person Specification

Essential experience and skills	Desirable experience and skills
<b>Technical Skills</b>	
High quality of written and spoken English	The ability to speak, read and write Welsh
Web-site management, (Wordpress, CMS)	
Digital campaign management; curation/ creation and social media campaign management, planning and delivery	
Copywriting and Proofreading	
Clean UK full driving license	
<b>Proven Experience</b>	
Experience working with National and International press	Experience of working within touring / producing environment
Project management experience	Contributing to organisational strategic planning
Cultural sector experience of marketing and communication campaigns	Managing staff and leading teams
Experience of working with graphic designers and digital technologists	
<b>Personal Attributes</b>	
An ability to generate original and creative ideas for marketing campaigns	
Excellent project and time management skills, with an ability to manage multiple projects concurrently	
Strong interpersonal skills, adaptable and open to change	
Excellent communicator and team player	
Ability to work in a flexible and collaborative manner both individually and with other members of the producing team	
An interest in the Arts	

Earthfall are a touring company and UK travel will be required of the post holder. A full UK driving license is essential for this post.

## **Terms and Conditions of Employment**

This is a full time post (37.5 hours per week), based at Chapter, Market Road, Cardiff. The post holder is expected to live within accessible regular commuter distance of Cardiff. Some evening and weekend work and working away from home is a requirement of the job.

Starting Salary £ 21,500 + employer/employee contributions to a statutory pension scheme (NEST)

There is a probationary period of 3 months and the post is offered as a full time post on a fixed contract until 30 March 2016. Subject to a successful ACW Investment Review, the contract will be extended to a full time permanent position.

Annual leave: 20 days per annum + mutually agreed TOIL.

Period of notice after probationary period is three months.

Anticipated start date: 7 September 2015.

Earthfall are an EQUITY/ITC Approved 'Ethical' Manager and the terms and conditions of employment are in line with the 'Approved' contract. All Earthfall colleagues are required to adhere to our policy suite.

Earthfall are a company that believes in investing in professional and personal development and encourage you to identify your personal and professional development needs.

As Earthfall are a touring company, both UK and international travel is a requirement of the post. You will support the performing company whilst on tour and therefore a full UK driving license is required.

## **Application Process**

Please submit a CV and a covering letter outlining your reasons for applying for this role, what you feel you can contribute to the company, and demonstrating how well you fit the requirements. Please note that, in line with our environmental policy, we are only handling applications electronically.

Your application needs to be received by Earthfall by 12 noon on Tuesday 21 July. Late applications will not be accepted under any circumstances.

Interviews will be held in Cardiff on 29/30 July and shortlisted candidates will be required to prepare a task in advance and deliver a short presentation at interview. In your covering letter, please can you let us know of your availability for the above dates should you be selected for interview.

Second interviews may be held the following week.

Please send your covering letter and CV to [jobs@earthfall.org.uk](mailto:jobs@earthfall.org.uk). If you have any questions regarding the role please call Stephan Stockton on 02920 221314.