

Marketing Manager (part-time)

Box Clever is looking for an enthusiastic and creative Marketing Manager to join our core team as we prepare to move into our new base as part of the cultural hub in the newly constructed Brixton House Theatre.

Contract: Freelance

Hours: Flexible. The Individual to commit to 15 hours per week taken in whatever amounts of time is mutually convenient and appropriate around core office hours Monday-Friday.

Remuneration: The Manager shall pay the Individual a fee of **£12.50 per hour** on receipt of invoice. The Individual is responsible for their own tax and national insurance.

Responsible to: The Artistic Director.

Location: The work to be undertaken at the individual's preferred location on the proviso that regular contact is made with the Artistic Director at mutually agreeable times.

Holiday: N/A (as it is a freelance contract)

Probation Period: 2 months

Notice Period: 2 months

Deadline for applications: 9.00am on 23/03/21

Interviews: 31/03/21 from 10.00am. To be held online.

Second interviews: TBC

Start Date: Ideally May 2021 but there is flexibility.

About Box Clever

'There are few companies around who offer such quality work for schools'

Arts Council England

Box Clever is an award-winning, writer-led theatre company dedicated to the creation of contemporary theatre for young people. For over twenty years, Box Clever has reached thousands of young people across the UK and beyond with artistic productions and workshops that are imaginative, exciting, inspiring and which engage our young audiences fully.

Our mission is to bring exciting theatre to young people and to involve them in plays, both as audience members, participants and co-creators. We aim to bring vividly to life, through theatre, their world and issues that are completely relevant to them, whether it's safety on the roads, relationships, bullying or subjects related to their education.

In 2018-2019, we performed to 56,526 young people and accompanying adults in 213 schools and 7 venues, giving 281 performances and 193 workshops.

Box Clever is a registered company with charitable status, and a member of the Independent Theatre Council. The core staff of the company currently comprises the Artistic Director & Writer in Residence; Production Manager; Finance Manager; Head of Intelligence; Administrator; HR Administrator; Tour Booker; Web Master and Social Media manager . All staff are part time except for the Artistic Director.

Duties and Responsibilities

Strategy

- To nurture and grow Box Clever's brand as we move into Brixton House.
- To update and develop Box Clever's marketing strategy, with specific focus on digital and audience development.
- To ensure designated projects and productions receive marketing support.

Digital Marketing

- To oversee Box Clever's online presence including website, digital and e-marketing and social media.
- To ensure the regular updating of the company's website.
- Report upon and analyse website and social media traffic and growth.
- Produce fresh, imaginative content for the company's social media channels, in partnership with actors and other team members.
- Composition and circulation of the company newsletter.
- Archive and systematise the company's previous production photography.
- Working closely with the Development Officer, use digital channels to drive donations to the company and the Friends scheme.

PR and Press

- To coordinate all press opportunities including the preparation and issuing of press releases.
- To prepare for the move to the new theatre.
- Promotion and press for company's 25th anniversary events.
- Promoting work via Home Office/ Prevent/Mayor's office.
- Promoting work to festivals (Spark, Take off, International).
- To build guest lists and to invite guests to see shows.
- Approaching Multi-Academy Trusts and other umbrella organisations to promote the company's work within schools.

General

- To be responsible for the management of graphic designers and printers for all Box Clever printed and electronic marketing material.
- Plan and manage any marketing budget.
- To be responsible for the preparation of copy for all marketing materials.

- Oversee and coordinate production photography.
- To identify marketing opportunities for the company.
- Plan and oversee reciprocal marketing activity with other organisations, particularly with regard to the move to Brixton House in 2021.
- To comply with all company policies, including Health & Safety and Equal Opportunities.

Key Objectives

- To provide strategic direction to the marketing for the company and its output in order to raise the profile of the company.
- To build engagement and excitement around the company's move to its new home in Brixton.
- To support the Artistic Director in maximising sales and income through profile-building and promotion of the company's work
- To develop Box Clever's brand and profile, specifically as it approaches its 25th anniversary at the forefront of contemporary theatre for young people.
- To generate regular and impactful digital content.

Skills and Experience

Essential:

- A minimum of a year's experience of working in marketing.
- Excellent verbal and written communication skills.
- Excellent IT skills, including strong knowledge of web functionality.
- Excellent organisational skills with the ability to multi-task and prioritise.
- To communicate effectively and persuasively both in person and in writing.
- The successful candidate must have the right to work in the UK.

Desirable:

- GCSE grades A-C in Maths and English.
- Some form of marketing qualification.
- Experience of using social media to reach audiences and engage stakeholders.

To apply please send your CV and a covering letter (no longer than one side of A4), detailing your suitability to meet the requirements of the Job Description. Please email your application to admin@boxclevertheatre.com by 9.00am on **Tuesday 23rd March 2021**.

If you wish further clarification about the job description you are welcome to email any queries to the above email address.

Box Clever is an equal opportunities employer who champion a diverse workforce and welcomes applications from everyone.