

MARKETING & ENGAGEMENT MANAGER

Job Title: Marketing & Engagement Manager

Hours: 2.5 days a week equalling days over 6 months

(freelance contract / 6 month fixed term contract)

Salary: £185 per day

Location: Remote

Reports to: Artistic Director & Producer

HOW TO APPLY

Please send CV and cover letter (1 side of A4 max): **Emma-Jane Greig**

Emma-Jane.Greig@bodypoliticdance.com

TIMELINE

- **Application deadline: Friday 18th, November 2022, 6pm**
- **Interviews: Monday 28th November or Tuesday 29th November 2022**
- **Start Date: Monday 5th December 2022**

Body Politic encourages people from any background to apply for this post. We are committed to creating a workforce which is representative of our society, and to bringing together those with a variety of skills and experiences to help shape what we do and how we work.

Shortlisted candidates will be contacted by email and invited to interview (remotely).

ABOUT THE COMPANY

Founded in 2012, **Body Politic** is a critically acclaimed professional Hip Hop Theatre company based in Oxford. Body Politic are a flagship female led organisation, whose work empowers the voices of under-represented communities both, on and off the stage.

Body Politic are passionate about bringing cultural experiences to those facing significant barriers. We tackle big themes and challenging subjects and strive to create meaningful experiences for audiences and participants.

As well as professional touring, Body Politic provides vital life-changing work to young aspiring artists from diverse communities through an enriching programme of training, mentoring, paid opportunities and internships.

We are a supportive team of dedicated individuals, we believe in work-life balance, flexibility with working hours (within reason), and we are committed to staff progression and development. This is a rewarding role, with the opportunity to make a meaningful contribution to the future of the organisation at a pivotal point in our

development, and make meaningful positive change in the lives of the young people we engage.

ABOUT THE ROLE

As Body Politic's Marketing and Engagement Manager you will be responsible for the strategic planning and execution of the organisation's brand, audience engagement and outreach initiatives. You will contribute to the overall success of the upcoming Spring tour of THEM, and development of the youth participation programme, which is central to the ambitious growth of the organisation.

The role is ideally suited to someone who wants to be at the forefront of driving the success of Body Politic; contributing to the strategy and mission of the organisation to grow audiences both online and in-person to achieve our ambitious aims to bring cultural experiences to those facing significant barriers.

Reaching young people from target areas, which may be of low cultural engagement, is vital to the work that we do. Body Politic are keen for this role to support the establishment of meaningful relationships to encourage future engagement across all our programmes of work.

Objectives to be achieved during contract term:

1. Implement a marketing and audience engagement plan for the forthcoming Spring tour of THEM (March 2023): To reach local audiences at 7 venues across the UK, and sell tickets to our shows and participation opportunities.
2. Build and develop our online audiences, and engagement with our work, via our Digital THEM platform (a suite of digital dance learning resources on the theme of our show THEM).
3. Conduct market research project to identify a strategy to further develop our 8-25yrs audience in Oxford and across the UK.

Body Politic's programme for 2022/21 includes:

- Re-mount and national touring of Hip hop dance theatre work, THEM
- Launch and development of Digital THEM
- Ongoing delivery and development of youth participation programme.

KEY RESPONSIBILITIES

- Create a marketing and engagement strategy for Body Politic's outreach initiatives including the upcoming Spring tour of THEM and its ongoing outreach & artist development programmes, using a range of marketing tactics including digital advertising, email, and social media
- Manage the brand and visual identity for Body Politic
- Manage the updating and new content creation of the website (wordpress) and across social media networks.
- Use available analytics to inform and measure success of all marketing activity, and constantly strive to improve results

- Manage the marketing budget
- Delivering the marketing strategy to sell tickets,
- Build relationships and work closely with marketing and comms teams at our receiving venues to ensure we are building our audience base nationally.
- Creating and managing marketing assets such as posters/flyers/videos etc. Including the creation of assets using programmes such as canva etc, or working with external providers to deliver content and assets to a high standard.

ABOUT YOU

You will have:

- Experience of developing marketing and engagement strategies, delivering campaigns, taking a data-driven and experimental approach
- Experience in marketing, audience development and engagement within an arts environment or in community facing projects.
- Expertise in developing digital content and copywriting
- Experience of working with press
- Knowledge of the arts and cultural sector
- Experience with using Canva or similar to create assets, and experience briefing and managing the work of external designers from concept to delivery, within brand guidelines.
- Ability to work independently within a framework to deliver marketing strategies to a high standard
- Excellent organisational and time management skills
- Strong written and verbal communication skills
- Ability to identify and solve problems and navigate change with confidence
- Ability to work well with a team and independently, and able to maintain positive working relations with multiple external stakeholders and contractors

DESIRABLE

- Experience of working in wordpress
- UK-based. Some travel necessary.

CONDITIONS OF EMPLOYMENT

This is a part-time position. Normal office hours are Monday – Friday, 9.00am – 6pm. Flexibility over working hours and days will be required.

Candidate must be available for team meeting on Mondays 9:30-10:30am

This post is offered as a 6 month fixed-term contract. This is offered under a freelance basis.

This post carries a probationary period of 6 weeks, during which time the notice period required by either party is two weeks. Subsequent to a satisfactory review, the notice period becomes one month.

PLEASE SCROLL DOWN FOR DETAILED JOB DESCRIPTION (PAGES 4-5)

JOB DESCRIPTION

As Body Politic's Marketing and Engagement Manager you will be responsible for the strategic planning and execution of the organisation's brand and outreach initiatives. You will contribute to the overall success of the upcoming Spring tour of THEM, and development of the youth participation programme, which is central to the ambitious growth of the organisation.

CORE RESPONSIBILITIES

STRATEGIC

- To develop and deliver a marketing and engagement strategy which includes Body Politic's upcoming Spring tour of THEM and its ongoing outreach & artist development programmes.
- To create and deliver effective audience development and public engagement strategies in collaboration with partner organisations and venues.
- To lead on digital development; including website content, digital access and growth.
- To set annual targets when required for levels of engagement with the Artistic Director/ Producer.
- To manage marketing and digital development budgets.

MARKETING AND PUBLICITY

- To manage and grow Body Politic's social media presence; including platforms such as Twitter, Instagram, Facebook and YouTube.
- To oversee and maintain website updates (Wordpress site)
- To manage the design, copy writing and distribution of e-newsletters using mailchimp.
- To create and lead on marketing, engagement and audience development campaigns for all Body Politic projects.
- To manage the design and production of all printed and online content.
- To produce press releases
- To ensure that any marketing materials produced adhere to our branding guidelines.

AUDIENCE DEVELOPMENT

- To provide realistic support for any additional marketing/engagement/audience development capacity for presenting partners in order to establish meaningful relationships to encourage future engagement.
- To conduct ongoing audience and community research, which will aid the development of new audiences and engage communities for specific projects. These will include a diverse range of individuals, primarily aged between 8-25yrs from target areas, some of which may be of low cultural engagement.

- To work with partners to collect detailed audience and participant data, and other monitoring information to track progress of projects.

REPORTING

- To support the evaluation and reporting of all projects to funders including the collation of audience data, feedback and press coverage.
- To develop effective reporting tools to track progress of marketing strategy to inform future planning.
- Work with Producer to manage the collection and collation of Box Office data, and audience participant data across all programmes.

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment.