

Application Pack

Marketing and Social Media Officer

Salary:	£15,500 (Pro Rata), £9,300 Actual
Hours:	21 hours and 45 minutes (equivalent to 3 days)
Contract:	12 months (with the view to extend)
Deadline for applications:	10am on Monday 18 th March 2019
Interviews:	Week commencing 25 th March 2019

Our Background

Burnley Youth Theatre is a vibrant arts organisation that was initially established in 1973 by a group of volunteer parents who wanted a safe place where their children could go and participate in drama based activities. Over the past 45 years, the organisation has grown significantly, we now operate from a purpose built theatre venue (Burnley Youth Theatre, built in 2005 and the Moira Preston building built in 2014), our facilities include a 158 seat theatre, 3 studio spaces and 2 outdoor performance spaces.

Our core purpose is to engage young people and their families in the creative arts. We aim to provide inclusive opportunities that are accessible to everyone through our innovative programme of arts based activities and productions. As a charity, the work we deliver sits within our charitable aims and contributes to our mission statement 'to creatively inspire children and young people to take their next steps'.

Our outreach practice is rooted in the belief that community cohesion, well-being, confidence and mental health can be positively promoted through our creative approach and we focus on authentically understanding the issues that exist within our community. We aim to help people to take their next steps in life by building confidence, practical and social skills and by creating exciting opportunities that support people to realise their potential. Our team is highly experienced and is committed to reaching disadvantaged and marginalised communities and to working with hard to engage young people who are experiencing learning, social, behavioural and emotional difficulties.

We are a part of the Arts Council England National Portfolio, we receive regular funding from them as well as from other local and national funders, trusts and foundations. We also raise money through more traditional fundraising activities which engages with our charitable status such as bag packs, street collections and sponsored events.

Aims and Objectives

Our Vision:

All children and young people will access high quality arts and culture

Our Mission:

Creatively inspiring and challenging young people to take their next steps

Our Values:

We provide multiple creative opportunities for children and young people and a variety of points of access to high quality arts and cultural activity. Through participating in our weekly core programme of arts based activities, our community and education projects, as young artists or as audience members. We open up possibilities for young people and families within the arts, and act as a gateway to the wider cultural sector. We enable children and young people to become independent creative thinkers and empower them to be decision makers who inform the development of our organisation.

Our Aims:

- To enable all young people to actively create, participate in and watch quality theatre
- To allow young people to realise their creative potential, build confidence, develop their life skills and enhance their quality of life
- To promote best practice in the treatment of young people, families, staff and volunteers in a safe environment where creativity can flourish
- To embrace and celebrate diversity
- To reach disadvantaged communities and those families and young people considered hard to engage through an exciting and inspiring outreach offer
- To develop Burnley Youth Theatre's local and county wide impact on young people and communities
- To build on past successes and continue to develop the organisation and its work
- To celebrate and maximise Burnley Youth Theatre's theatre and facilities
- To expand our reach and creative delivery at Burnley Youth Theatre and offer a diverse and inclusive programme of approaches, cultures, art forms and activities
- To maintain and develop Burnley Youth Theatre's reputation of high quality arts provision for young people and families
- To develop the diversity of young people and families reached via Burnley Youth Theatre activities
- To place young people at the artistic and managerial centre of the organisation via young people led initiatives
- To continue and build on Burnley Youth Theatre's policies of access for all members of the communities
- To implement new marketing systems, maintain advocacy structures and develop Burnley Youth Theatre's overall profile

Arts Programme

Burnley Youth Theatre has 5 strands of work – our inclusive youth theatre programme, education programme, outreach programme (family and youth), professional theatre programme and our training programme.

Inclusive Youth Theatre Programme

We deliver youth theatre activities across a range of art forms for ages 0 – 18 (up to 25 for young people with learning difficulties or disabilities). This includes 30 weekly youth theatre sessions and 10 youth theatre productions per year. We deliver workshops in drama, dance, musical theatre and technical theatre as well as having specialist weekly workshops such as Connect (for young people with disabilities), INDRA (a session for social and political change) and After The Rain (a session which advances the agenda of LGBTQ+ young people) and Pieces of Me (a session that gives young people the opportunity to explore issues relating to mental health). We also deliver the Arts Award and have a Youth Board who represent all of the young people who are involved with the organisation.

Education Programme

We deliver a Creative Education offer in local primary, secondary and special schools. This can range from a one off workshop based on a specific topic to a full term of weekly sessions which complement and support the national curriculum. We support schools to deliver the Arts Award and to achieve Arts Mark status.

Outreach Programme (Youth and Family)

We deliver high quality arts based projects for children, young people and families in community centres, youth zones, pupil referral units and within other community settings. We engage communities through film, drama, dance, visual arts and music and through our projects we tackle many community issues and approach themes that are relevant to the young people and communities that we represent. We work in partnership with key agencies to deliver this work including the police, sexual health team, NHS, LCC's Children and Family Wellbeing Services, young carers and homeless services. Past work has focused on issues such as knife crime, sexual health, child sexual exploitation, extremism, forced marriage, domestic violence and alcohol misuse. Our outreach programme also aims to authentically understand the issues that exist within our community and we work creatively in response to those issues, building supportive and sustainable relationships with the families and partners that participate in our work.

Professional Theatre Programme

Our venue is a receiving house for professional touring theatre with a focus on theatre for children, young people and families. The Professional Theatre programme has seen established theatre companies such as Little Angel, Shakespeare's Globe and The Royal Exchange bring work to our space and has established us a family friendly venue offering a diverse programme of work.

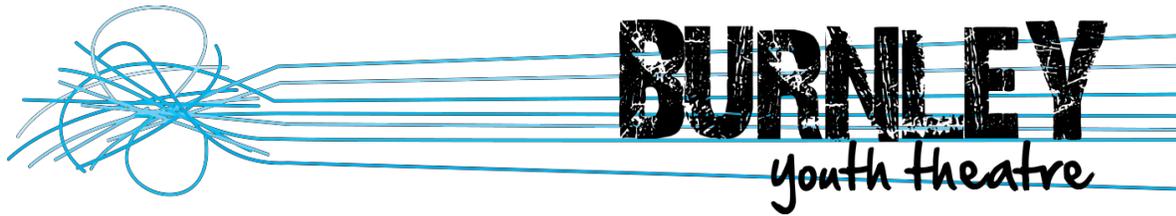
Training Programme

Burnley Youth Theatre offers a variety of training opportunities for emerging artists and arts workers. This ranges from volunteer placements to paid traineeships, which is often dependent external funding. We are passionate about enabling young people aged 16 - 25 to begin and develop a career in the arts with a range of opportunities available.

Our Current Activities:

The following is a summary of some of our current activities

- 30 inclusive youth theatre sessions a week
- 10 youth theatre productions per year
- A programme of 6 visiting professional shows for children, young people and families per year
- Formal education projects per year with at least 20 schools
- 2 major outreach projects per year and 6-8 smaller projects with community groups
- A training, mentoring and support programme for young artists and arts workers
- Relationship with local, regional and national theatres
- Rep Company tour to the Edinburgh Fringe Festival
- Connections with other youth theatres
- Partnership work with APPL (Arts Partners Pennine Lancashire), Arts Lancashire and Curious Minds
- Consortia working such as the Big Imaginations network



JOB DESCRIPTION

Job Title:	Marketing and Social Media Officer
Salary:	£15,500 (Pro Rata), £9,300 (Actual)
Hours:	21 hours 45 minutes (3 days per week)
Contract:	12 months (with view to extend)
Responsible to:	Interim Artistic Director
Responsible for:	Marketing volunteers

JOB PURPOSE

To deliver all marketing and communications activity for Burnley Youth Theatre (BYT) with guidance and tasks given by the Interim Artistic Director.

SPECIFIC TASKS

- To create and deliver marketing campaigns for BYT events, workshops and productions
- To create social media campaigns and use social media to communicate with and market to BYT's current participants and audience, to promote activities and attract new participants and audience
- To use social media scheduling platforms to ensure social media activity happens 7 days per week and has exciting and engaging content which encourages user interaction
- To design and create print and online marketing materials for in-house productions and events (training can be provided)
- To coordinate print and online marketing materials for external professional productions
- To distribute all print marketing materials including our brochure through our venue, local schools, public buildings and local housing estates
- To create and send e-shots to BYT mailing lists
- To maintain mailing lists and recruit new members for mailing lists in line with GDPR regulations
- To update and maintain BYT ticketing system Ticketsource with events, workshops and productions
- To produce reports from Ticketsource to update on ticket sales where necessary
- To design, create and maintain displays in our venue's foyer and create displays for community events
- To work with an External Graphic Designer and Arts Team to collate information and write copy, design images and provide photographs for our seasonal brochure
- To work with our Arts Team to collate information and write copy, design images and provide photographs for our website
- To maintain and update BYT's website regularly and liaise with website designer where necessary
- To support the distribution of a weekly press release to raise BYT's profile including sourcing images and maintaining and building a press contact database including online bloggers and influencers
- To support the running of focus groups with audience members and collect written audience feedback after each show
- To collate audience feedback and submit to relevant stakeholders such as Big Imaginations and Audience Finder

- To collect a range of photographs from in house activities, events and productions for sharing online, in the press, for evaluation and for archiving
- To collect all press coverage across print and online and store for the purposes of archiving
- To attend external events to promote the work of BYT in the local community
- To complete a number of general administration tasks including answering the telephone, creating letters and selling tickets

GENERAL TASKS

- To cover Front of House at least one shift per week
- To attend mandatory training including Child Protection, First Aid and Disability Inclusion and adhere to Burnley Youth Theatre's policies and procedures at all times
- To facilitate regular communication and reporting to line manager and to attend staff meetings when required
- To undergo a staff development process with the Interim Artistic Director every 12 months
- Represent Burnley Youth Theatre at relevant local and regional meetings and events
- To meet the priorities of Burnley Youth Theatre as laid out in the Business Plan
- To work flexible hours which may include evenings and weekends (with advance notice)
- There may be other tasks required that are related to the effective and efficient operation of projects related to this post. The post holder will be expected to adopt a flexible and cooperative approach in these circumstances

PERSON SPECIFICATION

We expect that this role would suit and recent graduate or someone wanting to beginning a career in marketing / arts administration. We don't expect you to have masses of experience but see this as an opportunity for you to learn on the job and gain valuable practical experience as you develop the role.

KNOWLEDGE AND EXPERIENCE	E	D
Experience in delivering marketing campaigns to promote events or activities		√
Experience of using social media to promote events or activities		√
Knowledge of marketing tools including Hootsuite, Mailchimp, Buffer and Word Press		√
Knowledge of the arts and how marketing can benefit an arts organisation		√
ATTAINMENT		
Educated to a good level including English GSCE Grade C or above	√	
A good degree in English, Marketing or an Arts subject		√
Training or willingness to attend training in Safeguarding First Aid and Disability Inclusion	√	
A commitment to attend training for self development including social media, marketing and design	√	
SKILLS		
Good literacy skills and ability to write copy for brochures, online content and press releases	√	
Skills in photography and / or graphic design including poster design		√
The ability to manage own working schedule; prioritising tasks and meeting deadlines	√	
Excellent oral and written communication skills	√	
Excellent interpersonal skills and integrity	√	
Ability to communicate confidently with a range of people including children, young people, parents, staff, networks and stakeholders	√	
Ability to work both individually and as part of a team	√	
Ability to work flexibly	√	
Proficient in the use of IT particularly Microsoft Word, Excel, PowerPoint and Internet Explorer	√	
QUALITIES AND OTHER REQUIREMENTS		
The ability to work evenings and weekends (with advance notice)	√	
Willingness to undergo an Enhanced DBS check from Burnley Youth Theatre	√	
Approachable, enthusiastic and confident	√	
A full driving licence valid to drive in the U.K. and access to a car on a regular basis		√