



MARKETING COORDINATOR

RECRUITMENT PACK

Contract type: Permanent

Hours: 36 hours 15 minutes (full time)

Salary: £23,299

Benefits: 25 days annual leave package plus bank holidays and day off for your birthday, staff training and development, access to wellbeing and counselling services, staff socials and complimentary theatre tickets

Deadline for Applications: Tuesday 14th May 2024 at 10am

Interviews: Tuesday 21st May 2024



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

HELLO!

WELCOME

Thank you for your interest in this vacancy with Burnley Youth Theatre. We are delighted that you are keen to know more. Within this pack you will find information about Burnley Youth Theatre, the role of Marketing Coordinator and the process you need to complete if you are interested in working with us.

In this role you will coordinate and deliver all marketing activity to generate awareness, build relationships with engaged and new participants / audiences and increase numbers across Burnley Youth Theatre's programme of work through the following:

- Brand and Design
- Content Creation
- Digital
- Communication
- Event Support
- Data and Reporting

We are looking for a confident communicator with excellent organisational skills, a strong attention to detail and a good eye for design.

Through this recruitment process we are especially keen to hear from applicants who have a lived experience of being marginalised and we value experiences that can help us remove barriers to engagement within our organisation. We will provide a warm welcome to you and support you in the role with a full induction programme. No two days are the same at Burnley Youth Theatre, it is a dynamic and exciting place to work and during your time with us you will be supported to develop your career and next steps.

The team and I are all looking forward to hearing from you.

Karen Metcalfe
Artistic Director and CEO

creatively inspiring children, young people and communities to
EST. 1973
to

WHO WE ARE

We are a purpose built youth theatre set within beautiful woodland. We produce and programme pioneering work with, by and for children, young people and their families, enriching the lives of individuals and our community.

Burnley Youth Theatre was established in 1973. Over the past 50 years, the organisation has grown from a small local voluntary organisation to a nationally well-respected charity and we continue to go from strength to strength.

We operate from two purpose-built venues, our main Burnley Youth Theatre venue (built in 2005) and the Moira Preston building (built in 2014). Our facilities include a 158-seat theatre, two studio spaces, a heritage trail, an outdoor classroom and an outdoor performance space.

We are a part of the Arts Council England National Portfolio and receive regular funding from them alongside support from funders such as The Eric and Margaret Kinder Charitable Trust, The Henry Smith Charity, The Garfield Weston Foundation and Burnley Borough Council. We are fortunate to have these regular sources of funding alongside the regular donations that we receive from our participants, their families and our local community.



“ Burnley Youth Theatre is an inclusive, supportive and fantastic organisation to work for. Throughout my time working on the team, senior management supported my growth and gave me opportunities for continued professional development.

”
Ollie Daley
Past Employee

VISION, MISSION & VALUES

We are passionate about the arts and working with children and young people and our vision, mission and values underpin all of the work that we do.

Our Vision is that all children and young people will access high quality arts and culture.

Our Mission is to creatively inspire and challenge young people to take their next steps.

Our Values are contained within the following value statements:

- We provide multiple opportunities and points of access for children and young people to high quality arts and cultural activity through participation, through education, as young artists and as audience members for professional theatre.
- We open up possibilities for young people and families across the performing and other arts, and act as a gateway to the wider cultural sector.
- We enable children and young people to become independent creative thinkers who will show us where we need to go next.



OUR CORE PROGRAMME

We deliver our work across five strands of activity. As a member of our small team you will have opportunities to engage with all areas of this work while fulfilling the duties of your role.

Youth Theatre

We deliver youth theatre activities for ages 0 – 18. This includes over 20 weekly youth theatre sessions and 6 youth theatre productions each year. As well as drama-based workshops we deliver specialist weekly sessions such as Connect (for young people with disabilities) and Creative Families. We also deliver Arts Award and have a Youth Board who represent the children and young people who are involved with the organisation.

Creative Education

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.



OUR CORE PROGRAMME

Outreach

We deliver issue-based work with children, young people and families in community settings through our outreach programme. This is often project based and engages communities through film, drama, dance, art or music. We work in partnership with key agencies to deliver this work; previous partners include the police, sexual health team, health service and young carers. Past work has focused on issues such as knife crime, sexual health, extremism, forced marriage and alcohol misuse.

Professional Theatre

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 as a family friendly venue offering a diverse programme of work.

Talent Development

We offer a variety of training opportunities for emerging artists and practitioners. This ranges from volunteer placements to paid traineeships. We are passionate about enabling young people aged 11 - 25 to begin and develop a career in the arts with a range of opportunities available. We have two young companies FirstByte Theatre (ages 14-18) and ByteBack Theatre (ages 18-25) who create professional standard work which performs regionally and at the Edinburgh Fringe Festival.



EQUALITY, DIVERSITY & INCLUSION

Equality, diversity and inclusion principles are at the core of Burnley Youth Theatre and our work. We are committed to creating a culture in which equality, diversity and inclusion is celebrated and that people from all backgrounds are welcomed into the organisation as participants, volunteers, freelancers and staff members.

We have an equality, diversity and inclusion policy and action plan which is regularly reviewed and updated by the board of trustees to monitor our progress on making Burnley Youth Theatre accessible for all.

Through this recruitment process we actively welcome applicants who have a lived experience of being marginalised. We are committed to inclusive working practices and understand that there are many barriers that people face when considering an opportunity like this.

If you are interested in this role but feel there are things that may prevent you from getting involved, please get in touch.

If you are offered the position we will carry out a full induction programme to support embedding you into the role and organisation and we will work with you to meet any access requirements you need to be confident in your work.



MARKETING COORDINATOR

Contract type: Permanent

Hours: 36 hours 15 minutes (full time) which will include some evening
and weekend work

Salary: £23,299

Responsible to: Artistic Producer

Responsible for: Marketing Trainees and Volunteers

Deadline for Applications: Tuesday 14th May 2024 at 10am

Interviews: Tuesday 21st May 2024



JOB DESCRIPTION

Job Purpose

To coordinate and deliver all marketing activity guided by the Artistic Producer

Specific Tasks

Brand & Design

- Design and create print and online marketing materials for in-house productions and events including posters, programmes, e-shots and brochures
- Coordinate print and online marketing materials for external professional productions
- Design, create and maintain displays in our venue's foyer and create displays for community events
- Coordinate the ordering and sales of BYT merchandise
- Use the BYT brand guidelines across all marketing and communication channels both on and offline

Content Creation

- Create and deliver marketing campaigns for BYT events, workshops and productions which result in workshop and ticket bookings and maximise the potential sales for each campaign
- Create copy for social media, blog posts, email campaigns and press releases
- Make engaging, creative and accessible content for use across all social media channels including reels, posts and stories
- 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
- Be responsible for the day to day photography & videography of BYT's work

JOB DESCRIPTION

Digital

- Update and maintain BYT's ticketing system Ticketsource with events, workshops and productions
- Manage the workshop bookings each season including promoting, listing workshops on Ticketsource and website, coordinating bookings and managing waiting lists
- Produce reports from Ticketsource to update on ticket sales where necessary
- Update and maintain BYT website including uploading new activity, blog posts and home page highlights inline with our Content Calendar. Liaise with website designer where necessary
- Support the Search Engine Optimisation action plan
- Upload events onto listing sites and Facebook groups
- Organising / archiving project photographs and feedback to online storage
- Create BYT's LinkedIn profile and any future social platforms
- Grow our social media presence across platforms such as Facebook, Instagram, TikTok
- Support the creation and running of online ads including Facebook and Google Ads

Communications

- Maintain mailing lists / database and recruit new members for mailing lists in line with GDPR regulations
- Create and distribute E-shots and E-newsletters across our mailing list
- Write and circulate regular press releases to raise BYT's profile including sourcing image and maintaining and building a press contact database including online bloggers and influencers
- Distribute all print marketing materials including our brochure through our venue, local schools, public buildings and local housing estates

JOB DESCRIPTION

Events

- Support the set up and running of regular and one off events such as Wild Wonders, Creative Families Days
- Support wrap around activity at shows and events
- Attend external events such as open days and community events to raise BYT's profile and engage new audiences
- Have an ad hoc presence at external hire workshops / events held at BYT such as The Garrick and Hartbeeps to promote upcoming events / productions and engage new audiences
- Organise Winter Raffle and support other fundraising events throughout the year
- Support with the general customer experience from point of sale to attending events / performances

Data and Reporting

- Support collating quarterly reports and statistics for social media and email campaigns
- Support collating quarterly google analytics reports
- Gather feedback and evaluation from audiences / bookers e.g face to face interviews and surveys
- Upload audience surveys on Illuminate and other reporting platforms
- Support with implementation and running of our CRM system
- Collect a range of photographs from in house activities, events and productions for sharing online, in the press, for evaluation and for archiving
- Collect all press coverage across print and online and store for the purposes of archiving

JOB DESCRIPTION

General

- To support the Artistic Producer in developing marketing and audience engagement strategies
- Attend regular 121s with the Artistic Producer, ensuring clear communications both verbal and written
- Undergo a staff development process with the Artistic Producer every 12 months
- Attend weekly staff meetings and termly team building days
- Attend internal and external training for Continued Professional Development (CPD)
- Attend mandatory training including Safeguarding, First Aid and Disability Inclusion and adhere to Burnley Youth Theatre's policies and procedures at all times
- Cover Front of House duties and act as the building's Duty Manager when required (with advance notice)
- Represent Burnley Youth Theatre at relevant local and regional meetings and events
- Work flexible hours which will include evenings and weekends (with advance notice)
- Adhere to Burnley Youth Theatre's policies and procedures at all times
- Become a licensed Chaperone to support Burnley Youth Theatre's productions
- Complete a number of general administration tasks including answering the telephone, creating letters and selling tickets
- 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

Essential Skills and Experience

- Experience of creating content for social media platforms including Facebook, Instagram and TikTok including reels and stories
- Experience writing effective copy for a range of contexts and channels
- Excellent creative skills including strong attention to detail and understanding of design
- Excellent time management and the ability to manage workload to meet agreed deadlines
- Strong written and verbal communication skills and an understanding of how to build relationships with current and new audiences / participants
- Digital skills including photography and videography
- Ability to follow briefs set by Artistic Producer to reach targets across BYT's programme of work
- Willingness to undergo an Enhanced DBS Check before beginning the role

Desirable

- A degree in a creative subject or equivalent experience
- Experience of working in the arts / charity sector
- Experience using adobe suite to design posters and graphics
- Experience of updating websites using Wordpress or similar platforms
- Experience of taking photographs and / or videos of creative or community projects
- Experience delivering successful marketing campaigns across multiple channels (for example email, social, print, direct mail)
- Use of a car to distribute marketing and attend external events

HOW TO APPLY

If you would like to be considered for the role please send a CV and covering letter to recruitment@burnleyyouththeatre.org

We are happy to receive the above information in a format that suits you, be that written, audio or visual.

The closing date for applications is Tuesday 14th May 2024 at 10am

For access, support or any other information with regards to this opportunity please call 01282 427767 or email recruitment@burnleyyouththeatre.org

When you have applied we will send you our equal opportunities monitoring form for you to complete. The information on the form will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.

Creatively inspiring children, young people and adults to take their next steps.
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