



MARKETING AND COMMUNICATIONS MANAGER JOB PACK

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"We can't change the world by ourselves, but together we can make a difference - one step, one dance, one project at a time."

Anja Meinhardt, Artistic Director

JOB DETAILS

Job title:	Marketing and Communications Manager (Campaigns, Content and PR)
Salary :	£25,000 - 35,000 Pro rata. 2 days per week (15 hrs), with the potential to increase hours, funding permitting
Responsible to:	Justice in Motion
Reporting to:	Artistic Director & Executive Producer
Line management:	Working alongside the part-time social media manager, and managing the PR and Graphic Design Freelancers, volunteers and/or interns.
Contract:	Freelance, 2 days per week
Start Date:	1st September 2024
Location:	Flexible - working from home or the Justice in Motion office: Unit 8, The Gallery, 54 Marston Street, Oxford, OX4 1LF
Hours:	Flexible working hours - general office hours are 10.00 – 18.00

WHO WE ARE

Justice in Motion is a physical theatre company passionate about art and social justice. We make theatre. A powerful, thought-provoking, visual type of theatre. We tell stories about people who are victims of social injustice.

Our shows are exciting and engaging. They mix dance, theatre, parkour, aerial acrobatics, film and music. They captivate and draw you in as we shine a light into some of the dark places you can't, normally, see.

With academic, business and charity partners we find out as much as we can about the people whose stories we tell. We give silent sufferers a voice.

Our Vision

A standout physical theatre company, powerfully changing lives.

Our Mission

To inspire people through the performing arts, to impact the world for the better.

To advance our mission, we:

- Create high quality work across artforms
- Raise awareness about social justice issues
- Engage, inspire and connect
- Develop performing arts practice

Values - Our work and staff are central to Justice in Motion's future success. It's the high-quality and mission-driven nature of our work that is valued by our partners and audiences. We have created a set of values that will guide our company as we evolve.

We want to:

- Put our audiences, collaborators and participants at the heart of everything we do
- Support equity, empathy, fairness and diversity
- Listen and adapt to a changing world and amplify those often unheard
- Partner, so we can do more than we could do by ourselves
- Treat everyone with compassion, dignity and respect.

JOB DESCRIPTION

Justice in Motion is entering an exciting phase having just celebrated our 10 year Anniversary. We are growing as a team and developing a dynamic portfolio of projects, with our main focus currently being CODE - an explosive physical theatre show and education programme about county lines and knife crime - featuring parkour, trials bike, skateboarding and live rap music. We're touring in the UK and abroad, and are having a major impact on young people, families, local communities, schools and partner organisations. We're very excited about what's on the horizon.

We need a Marketing & Communications Manager that shares our values and can help us engage with and build audiences and followers - communicating 'on brand' to ensure that

people are engaging with these important projects - from watching or participating, right through to becoming supporters and ambassadors.

We want to grow our reputation as one of the UK's standout physical theatre companies, and so making connections with the press and gaining publicity is key. Lastly, as a charity fundraising is essential, and we need someone that can deliver effective campaigns and drive donations.

Key Responsibilities

To plan and implement all marketing fundraising and communications activity, including:

Audience Development:

- Identify key audiences for our projects and develop strategies to engage these audiences, meeting audience/participation targets.
- Develop a pipeline for reengaging audience members/participants to grow our base of supporters, ambassadors and donors.
- Develop and progress marketing strategy and campaign plans.
- Manage specific marketing and audience development campaigns, including scheduling and budget management, to ensure projects are delivered on time and within budget.
- Research new audience groups and communities.

Digital:

- Work with our social media manager, to develop high-quality digital content such as copy, video and photographs, live broadcasts, proofing and signing off content.
- Manage the part-time social media manager to create, curate and update content on our social media channels (i.e. Facebook, X, Instagram, Tik Tok, and LinkedIn).
- In collaboration with the social media manager, take or organise the production of photographs and videos for use on digital channels.
- Update social media channels with organic content such as press coverage and sharing reciprocal content from other organisations and partners.
- Ensure to nurture social media audiences by responding to comments and questions, sharing relevant curated content and developing relationships with influencers and other online partners.
- Upload videos to our YouTube channels and online assets.

- Be responsible for the Justice in Motion website with regular updates and content on a WordPress platform.
- Liaise with our print agencies around all JIM Merchandise, and managing that on our website through the shop.
- Follow SEO best practice to maximise website traffic.
- Liaise with our external website developer in keeping the site maintained and functioning well.
- Monitor and respond to audience enquiries and feedback on social media.
- Brief external suppliers for content development, such as photographers and videographers.
- Develop and maintain a digital archive of photos and videos.
- Develop and monitor Pay Per Click campaigns and manage Google Ad grants account.

Print:

- Write and collate compelling, targeted copy for a range of audiences and media.
- Proof and use sign-off processes for the website and leaflets, posters and brochures developed by graphic designers.
- Manage the design and production of print, either in-house or briefing external designers.
- Manage distribution of internal and external marketing print.

Press:

- Work with our PR freelancer who runs regional and national campaigns to develop high-quality media content (e.g. press releases and press packs, including photo and video content) and successful media campaigns.
- Be the first point of contact for speculative media enquiries.
- Work with local media, developing and nurturing relationships to promote participatory opportunities and events.
- Build and manage our press database.
- Keep a record of press and media coverage working with the PR freelancer on their campaigns.
- Assist with the organisation of press views, photocalls and interview opportunities.

Collate and analyse data:

- Monitor, evaluate and report on activity using CRM data, Google Analytics, social media, and email marketing analytics to optimise campaigns, and inform future strategy.
- Report on Google Analytics and social media analytics to funders, including Arts Council England and other funders.
- Follow GDPR guidelines for data collection and processing.
- Maintain and develop contact databases, maximising data capture opportunities.

Fulfil miscellaneous duties:

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- Manage and monitor the marketing budget.
- Be the brand guardian for Justice in Motion, ensuring brand guidelines are followed by sharing with colleagues and partner organisations and being final sign-off.
- Report on campaigns.
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- Ensure all digital and printed marketing materials are accessible and inclusive feeding into wider company EDI (equity diversity and inclusion) targets.
- Represent the organisation at networks, events and provide support where needed.
- Keep current with best practices and trends in arts and events marketing and communications via training and personal development.
- Work with colleagues in Justice in Motion to carry out duties within this role - for example, running campaigns, reporting and supplying data.
- Write and compile our Annual Reviews with input from other team members
- Attend internal and external meetings.

PERSON SPECIFICATION

About you

Are you social justice-minded and like engaging with people in creative ways? Ideally you have some marketing experience and can demonstrate ways in which you have run effective campaigns. If you have not yet worked in the sector, but can demonstrate an ability and passion for this role, and a willingness to learn, we will consider taking on someone with less experience.

Essential

- Experience in building audiences and fundraising through traditional and digital marketing as a small charity / in the performing arts sector.
- A passion for social justice / human rights.
- Highly organised and self-sufficient.
- Website content management, e.g. wordpress, mailchimp, google analytics, Google ad campaigns, Google Tag Manager etc
- Social media
- Email marketing
- Google PPC
- Marketing analytics
- PR
- Copywriting
- Content creation
- Graphic design (Canva / InDesign)

Desirable Skills

- Experience in marketing theatre / dance.
- Experience in social justice / human rights.
- Experience working with a diverse range of people of different ages and backgrounds.

Abilities and Personal Qualities

- Ability to communicate effectively and build relationships with various stakeholders, including colleagues, audiences, suppliers, funders, and partners.
- Well organised and able to prioritise, working effectively both independently and collaboratively across multiple tasks to meet deadlines and targets.
- Attention to detail and commitment to achieving high standards.
- Creative, confident, and flexible with a 'can-do' attitude.
- A commitment to equity, inclusion and diversity and an understanding of how these relate to marketing.
- Enthusiasm for keeping up to date with emerging digital and broader marketing trends.

- Ability to work flexible hours, including some weekends and evenings, to fulfil the job's requirements where necessary.
- A sense of humour and a love of food are desirable!

HOW TO APPLY

If you think you are a good fit for this role, please send us

- A letter of no more than two sides or a maximum 3 min recording* explaining why you are a good fit and how you would approach the role. If making a recording, you can record this on a phone or similar device. We want to listen to you, so don't worry about high production values!
 - A current CV or 3 min recording* telling us about your work experience to date - this should give us a sense of how your previous experience makes you a good fit for this role.
 - The names and contact details for two referees including one from a current or prior employer - if you do not have a recent employer, please give us a referee who can offer to give an independent assessment of your skills
- Responses (written or recorded) should be submitted via email to info@justiceinmotion.co.uk by **Friday 2nd August 2024**.

*For emailing large files such as a film, please use We Transfer.

Shortlisted candidates will be notified by Wednesday 7th August.

Interviews for shortlisted candidates will be held in person in Oxford w/c 12th August. Please inform us if you need any additional support for the interview if selected.

We welcome applications from any gender, race, age, or ethnicity and from people who have health conditions or impairments, and look forward to hearing from you!

Privacy

The information you supply on the application form will be kept securely and will remain confidential. We will not retain this or any other personal information beyond the duration of the application process.