



15 -16 Triton Street
Regent's Place
London
NW1 3BF

Marketing and Audience Development Manager Job Application Pack

Dear Potential Applicant,

Firstly, thank you for your interest in our new vacancy.

Here at New Diorama have a reputation for taking big risks with our artists. This year, with our 10th anniversary season and major new plans to support independent artists recover post-Pandemic, we're making our biggest leaps yet. For a year our doors have been closed, we need to start (re)building audiences like never before. We're going to be working with more diverse artists, aiming to reach people who've not engaged with NDT in the past, all while trying to reinvent what a studio theatre can achieve.

It's a huge challenge, but more than worth it – and we'll need our Marketing and Audience Development work to be more creative and determined than ever. For this role and we need someone who's excited by that prospect and can bring new ideas and energy to our team.

If you believe, like we do, that there's a better way to do things, that there are new audiences out there just waiting to be enticed, and that small theatres can change the world – then we want to hear from you.

I'm particularly encouraging applications from Black, East-Asian, South-Asian and global majority candidates, as well as D/deaf & disabled candidates as these groups are currently underrepresented in our staff team.

We've got some big ambitions and dreams for the next few years.

Come, join us, and make them a reality.

A handwritten signature in black ink that reads "David Byrne". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

David Byrne,
Artistic & Executive Director,
New Diorama Theatre

Marketing and Audience Development Manager

About New Diorama

New Diorama is an award-winning theatre, dedicated to supporting the best emerging theatre companies from across the UK, delivering a ground-breaking Artist Development Programme and a substantial Community Programme, engaging over 10,000 people every year in Camden and West Euston.

In the past few years, we've been awarded The Stage Innovation Award 2019, the Peter Brook Empty Space Award, been named Fringe Theatre of the Year by The Stage and our Artistic Director consistently ranks in The Stage 100. Productions created for and with NDT have transferred across the UK and internationally, including to several National Theatres. New Diorama also produce in-house work, our most recent productions have enjoyed sell-out runs at the Edinburgh Festival Fringe before transferring Off-Broadway.

Over the next year we'll be reopening our building with newly redesigned front of house space, presenting our 10th anniversary season with our boldest and most diverse ever programme of newly commissioned shows, while running a wildly ambitious Artist Development Programme. You'll be a vital part of a small and hardworking team.

What We're Looking For

We are looking for an exceptional individual to help us grow and build audiences, someone with a strong affinity and understanding of the mission and work of New Diorama. We're looking for someone who can balance the day-to-day drive to sell tickets with longer-term thinking around building relationships with new audiences.

We're a small and dedicated staff, and we need someone who is a great team player but thrives under their own autonomy. We've got ambitious targets for where we want to grow our audiences to, so we're looking for someone with arts marketing experience who can demonstrate the skill of running successful, innovative marketing campaigns.

This role will be responsible for the delivery of New Diorama's key marketing and audience development activity. This includes primary responsibility for our digital communications and box office systems, managing project-specific marketing campaigns, developing key partner and community relationships, and working closely with the Executive Director on strategy. We're looking for someone with the experience and knowhow to use and interpret audience data, help develop pro-active sales and audience development plans – and most importantly, to action them to achieve results.

Our ideal candidate will be actively engaged with our strategic vision, but also willing to get behind their desk (or go out into the world) and make things happen.

About the Role

Key Responsibilities

Marketing campaigns

- Helping shape marketing campaigns for all productions, including meeting and liaising with programmed companies.
- Executing and overseeing all elements of the marketing campaigns for New Diorama seasons, programmed productions and projects.
- Developing creative briefs for imagery, print, trailers and digital marketing assets.
- Managing the creation of all print (including the yearly New Diorama Magazine) and digital assets (including liaising with designers, photographer and videographers).
- Managing marketing and comms budgets on a day-to-day basis.
- Liaising with Borkowski PR on press coverage, programme launches and press nights.
- Proactively monitoring sales and adapting campaigns accordingly.

Audience development

- Researching audience and engagement opportunities.
- Contributing to overall audience development strategy and designing specific campaigns.
- Making and maintaining partnerships and community relationships to develop new audiences for individual shows and across seasons.

Box office

- Managing the Box Office system from creation through on sale to evaluation.
- Providing accurate sales reporting to the wider team and commissioned companies.

Digital

- Acting as primary content manager for www.newdiorama.com.
- Managing social media content across Facebook, Twitter, Instagram and YouTube.
- Managing email marketing lists ensuring maximum Open Rate and Click Rate.
- Designing and writing regular e-newsletters for segmented audiences.
- Ensuring GDPR compliance for customer and subscriber data.

Essential Skills and Experience

- An affinity for the mission, vision and work of New Diorama and a passion to help grow the theatre's success.
- Experience of delivering successful marketing campaigns to develop new audiences and work towards ambitious sales targets.
- Experience creating engaging marketing materials, including the ability to write informative, accurate and creative copy, with an excellent eye for detail and proofreading.
- Experience developing strategic relationships and partnerships.
- Experience managing box office systems, as well as handling and using box office and booking data to target campaigns.
- Experience using Adobe Photoshop, website CMS interfaces and newsletter platforms.
- Experience delivering social media strategies and managing multiple social media channels.
- A positive attitude with a high level of self-motivation and ability to work using your own initiative.

- Excellent organisation and planning skills with proven ability to work flexibly under pressure, to prioritise and to meet deadlines.
- Ability to communicate effectively with people at all levels, both internally and externally to the organisation.
- An understanding of equal opportunity and cultural diversity in the delivery of our work.

Key Information

Job Title:	Marketing and Audience Development Manager
Salary:	£26,000 per annum
Contract:	Permanent
Hours:	Full-time (40 hours per week), usually 10am-6pm but with scope for flexible working. This role is also likely to require some evening and weekend work, for which we operate a Time Off In Lieu (TOIL) system
Probation:	3 months
Reporting to:	Executive Director
Leave:	5 weeks per year pro rata
Benefits:	Complementary tickets for performances at New Diorama (subject to staff ticket policy) Discount at the New Diorama café/bar

How To Apply

If you think you fit the bill, please send your CV and a covering letter (**no more than three pages of A4**) explaining why you'd like to apply for this position here at New Diorama to david@newdiorama.com.

In your covering letter please give examples of how your experience keys into our role specification, and detail a successful arts marketing campaign that you have led on – letting us know why it was successful and what, if anything, you'd improve.

The deadline for applications is midnight on Sunday 30 May 2021. Interviews will be held the week commencing 31 May 2021. Please only apply for the role if these dates work for you as they are unfortunately non-negotiable.

Best of luck with your application, and we look forward to reading it!