



Marketing Manager (Full Time)

Original Theatre Company

Operating and touring since 2004 the Original Theatre Company has toured extensively all over the UK.

The company now stages three productions each year as well as operating accompanying outreach and education programmes. Recent productions include Ali Milles' *The Croft*, Sarah Waters' *The Night Watch*, *Valued Friends* (co-production with Rose Theatre Kingston); Torben Betts' *Caroline's Kitchen* (originally *Monogamy*), Alan Bennett's *The Habit of Art*, Oscar Wilde's *The Importance of Being Earnest*, Frederick Knott's *Wait Until Dark*, national tours of Torben Betts' *Invincible*, Emlyn Williams' *Night Must Fall*, Terence Rattigan's *Flare Path* and the award winning tours of Sebastian Faulks's *Birdsong* adapted by Rachel Wagstaff.

Other productions include *Three Men in a Boat* (a co-production with the Theatre Royal Bury St Edmunds, 2014 & 2015); the 50th anniversary production of Sir Peter Shaffer's *The Private Ear and The Public Eye*, *Our Country's Good*, *See How They Run*, *Twelfth Night*, *Dancing at Lughnasa*, *Shakespeare's R&J*, *Vincent in Brixton*, *The Taming of the Shrew*, *A Midsummer Night's Dream*, *Othello*, *The Madness of George III*, *Journey's End* and *The Importance of Being Earnest* – all touring nationally to great acclaim.

Original Theatre Online

Since March 2020:

- We have produced 2 multi-camera streamings of our 2020 productions (The Croft, The Habit of Art)
- We have produced 5 made for online productions (Birdsong – July 2021, Watching Rosie – Aug 2021, Apollo 13 – Oct 2020, The Haunting of Alice Bowles – Dec 2020, Barnes 'People – Feb 2021)
- We have produced a multi-camera streaming premiere of A Splinter of Ice – April 2021
- We produced our 3 live streams, Being Mr Wickham, A Cold Supper Behind Harrods and The System
- Streaming to over 50 countries including America, India, Canada and Australia
- Streamed to over 47,000 households worldwide
- Employed over 200 freelance theatre and film workers
- Created our own online steaming site
- We have over 37,000 users registered to Original Theatre Online

We have set up Original Theatre Online to create and share our work digitally, creating a new platform to build new audiences, develop new work and innovate every part of the online theatrical experience. Year 1 was just the start as move into year 2 we are looking to build and expand and that is where you will come in.

"An exceptionally impressive 2020... I'm still tipping my hat to a company that employed more than 100 freelances, and reached 30,000 households last year" Daily Mail

"Original Theatre are truly the connoisseurs of virtual theatre" WhatsOnStage

"Original Theatre, a digital platform that has been a stand-out performer in drama's emergency migration online" Mark Lawson

www.originaltheatreonline.com

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Marketing Manager (Full Time, Working from Home)

Marketing Manager - Purpose of the role

Original Theatre are at an exciting time in their role as a leading digital and regional touring theatre company. We are looking for an energetic, creative and passionate arts marketeer to take on an important new role in our small team.

The role will be a part of growing our new platform and will support marketing campaigns, strategy development, brand management and audience development and for Original Theatre and Original Theatre Online.

The post holder will play a key role in growing audiences and reach for Original Theatre and have an important creative role in the future of the company and our communication strategy.

Purpose and Scope of the Role:

- Working closely with the Head of Marketing, Artistic Director and Creative Producer to deliver and support Original Theatre's communications and audience development strategies.

Responsible to: Head of Marketing, Creative Producer, Artistic Director

Application process

We would like applicants to either send through a covering video (approx. 3-4 minutes) about why they would like to work for Original or a covering letter (no more than two sides of A4) with your CV and completed Equal Opportunities form to: Charlotte Holder, Charlotte@originaltheatre.com

Deadline: Wednesday 15 Sept, 10am

Interviews (via Zoom): We would need applicants to be available 16 - 17 Sept with possible second interviews 21 Sept.

Working pattern: 40 hours per week (inclusive of paid lunch break). Office hours are normally 10.00 am - 6.00 pm Monday to Friday, but evening work will be necessary to attend Press Nights, tour performances and other meetings and special functions as they are arranged. Overtime is not paid in respect of extra hours worked, but the company operate a Time Off In Lieu policy, whereby time back can be agreed in advance with the Head of Marketing.

Working from home with travel when required. The post-holder will be responsible for their own computer and office systems.

Salary: £26,000 - £28,000 per annum, one-year fixed term contract

Hours: Full time, an average of 40 hours per week (evenings and weekend work will be required; Original Theatre operates a TOIL policy)

Annual Leave: 28 days per annum (including bank & public holidays)

Enrolment to Original Theatre Pension Scheme

Start: Dependant on notice period, as soon as possible.

Probation period: 3 months

Notice period: 2 months

There may be months when the working pattern changes due to activity levels and this can be negotiated with the Artistic Director and Creative Producer.

Roles and Responsibilities:

Strategy:

- Working with the Communications Marketing to maintain and develop Audience Development and Communications strategies for Original Theatre and Original Theatre Online
- Working with the Artistic Director and Creative Producer to maintain and develop the Original Theatre Online programme of work

Core Communications and Administration:

- Support management of the company's on-going on-line presence
- Support the development of online opportunities
- Leading on social media strategies and activity alongside our social media managers at i am
- Support and implement strategies and booking for schools and groups for our online productions
- Develop, maintain and monitor agreed brand guidelines and company 'personality' across internal and external communications material
- Support the maintenance and development the company's websites and CRM systems
- Support the Company Administrator on daily customer service and support for our online customers
- Support our PR company on press opportunities
- Support the development and implement of audience loyalty schemes
- Support marketing management on our national tours and London transfers
- Lead on digital asset creation for online and stage productions

General obligations:

- To perform to high professional standards and to use initiative to determine priorities and work effectively with colleagues
- To undertake other duties not specified above, which from time to time are necessary for the effective performance of Original Theatre

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

Person Specification:

Values

- We expect all members of the team to demonstrate passion, a strong work ethic and an openness to challenge and be challenged in this new world we are learning to create work in.

Essential

- Excellent computer and online skills
- Excellent copywriting skills with good use of language across a range of media
- Excellent organisation skills
- Demonstrable experience of marketing and the use of digital channels
- Interest, experience and/or knowledge of the arts
- Self-motivated with excellent verbal and written communication skills
- Ability to work independently and to work well in a team environment
- Ability to manage multiple priorities and meet deadlines
- Creative and pro-active approach to generating ideas
- Meticulous attention to detail and accurate proof-reading skills
- Willingness to work unsocial hours if required

Desirable

- Demonstrable experience of working in a digital environment
- Experience of website editing using a Content Management System
- Some familiarity with Photoshop, iMovie including basic film and photo editing
- Experience in content creation (blogs, films, photography, gifs etc)
- Experience of building and sending email marketing campaigns
- Experience of theatre administration