



Marketing & Digital Co-ordinator

rifco theatre
company

Marketing & Digital Coordinator

Purpose of the role

To support the delivery of communications campaigns, particularly across online platforms, and to contribute to the delivery of marketing strategies that support Rifco's programme of work.

To play a key role in collating audience data and digital insights.

To support good overall internal and external communications including everyone that works for and with Rifco.

Rifco and our plans

This is a great time to be joining our small but committed and energetic team. Rifco has been adaptable and flexible in these current times by expanding and developing our digital content, planning for outdoor work next year, and most importantly, demonstrating a commitment to employing freelance creatives (www.rifcotheatre.com).

Rifco Theatre Company was founded in 2000 with a mission to produce theatre that is entertaining, accessible, informative, and of the highest quality. We have grown to be one of the UK's most successful touring companies, and since 2011, have been Resident Company at Watford Palace Theatre.

Our programme for autumn 2020 includes a brand-new comedy sketch series, *Leave the Plastic On* and migration stories from the British South Asian community, *GenerAsians*. Next year is Rifco's 21st anniversary and we intend to celebrate with an outdoor production, *Sheila and Romy's Car Park Wedding* and a whole host of events and projects.

Principal tasks:

- Work with the Marketing & Comms Manager to support the delivery of marketing campaigns for Rifco Digital online projects, Rifco Associates and other activity
- Oversee and contribute to the operation of all Rifco digital and social channels to ensure that Rifco has an active, innovative and engaging presence on all platforms
- Managing social media advertising campaigns
- Create content for and maintain and update the Rifco website
- Manage the email marketing schedule - create and send targeted campaigns and manage the customer relationships and journeys
- Handling press enquiries and coordinating response
- Write effective copy for publicity, email and direct mail for promotional purposes
- Research distribution channels for promotional materials both on and offline, including blogs, listings sites, external agencies, venues, partners and outlets
- Use social media monitoring tools and Google Analytics to track, understand and report on online engagement
- Upkeep of communication with Friends & Family members and Rifco Ambassadors
- To represent Rifco at events when appropriate and safe to do so
- Carry out on-going marketing administrative tasks as required by the Marketing & Comms Manager and the Executive Director

Please note

This task list reflects Rifco's requirements in September 2020, however, the duties of the role are subject to change as the arts sector emerges from the impact of Covid-19.

Person specification

Essential

- Demonstrable experience of working in a digital environment
- Demonstrable experience of managing social media channels and an active personal user of social media
- Excellent computer and online skills
- Knowledge of Google Analytics and accessing insights on social media
- Experience of website editing using a Content Management System
- Excellent copywriting skills with good use of language across a range of media
- 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

- An understanding of British South Asian culture and society
- Interest and commitment to the arts
- 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

Application process

Please send your CV, a letter of application (no more than one side of A4) and a completed Equal Opportunities form to: Jenny Roberts jenny@rifcotheatre.com

Deadline: Monday 12th October at 10am

Contract

Self-employed (candidate will be expected to work from home with access to relevant office technology. When Covid-19 restrictions lift, ability to travel may be necessary)

2 days a week (16 hours)

£120 a day

Contract to end of March 2021 in the first instance

Start date as soon as possible