



British Youth Music Theatre Job Description and Person Specification

TITLE	MARKETING MANAGER (maternity cover)
Responsible to	Executive Producer
Internal Relations	<ul style="list-style-type: none">• Deputy Chief Executive, Associate Producer, Head of Development, Programmes Administrator, Welfare Manager, Finance Officer.• Board of Trustees (responsible for corporate governance and approval of key policies), Young people on company projects and their families, Creative Staff.
Responsible for	<ul style="list-style-type: none">• Marketing Assistant• Marketing Interns and Volunteers
External Relations	<ul style="list-style-type: none">• Performance venues• Design, print and distribution companies• The press/media• Schools and youth agencies• Filmmakers and photographers• Existing and potential funders• Partnering organisations
Role	<p>British Youth Music Theatre (BYMT) is the UK's leading music theatre company for young people aged 11-21. Supported by Arts Council England, we specialise in creating brand new musical theatre. Each year we create at least eight new shows across the UK performed by talented young people drawn from a national auditions tour. We work with leading industry professionals and support emerging artists.</p> <p>This role is responsible for the promotion of BYMT's creative output and activities, with the aim to promote the BYMT brand within the UK and abroad, and a remit to maximise sales in these key areas:</p> <ul style="list-style-type: none">• National Auditions Tour (young people 11-21). The company holds auditions in c.27 locations around the UK and Ireland and has a capacity of 2,160 audition places each year.• Musical Theatre Summer/Boot Camp residential courses (young people and referring agencies). The company has a capacity of 400 places a year on its one week residential course.• BYMT summer season of new music theatre - ticket sales. The company produces at least 8 new musical productions in professional venues every summer as well as other production and events which will require strong ticket sales. <p>Additional areas of activity</p> <ul style="list-style-type: none">• Corporate Training (CT) courses (private sector companies with training budgets).• Continuous Professional Development (CPD) courses (LEAs, schools and freelance practitioners)• Merchandise• Licensing of BYMT productions• School Theatre Training Workshops

Main duties

Responsibilities will include:

STRATEGY

- Managing all marketing for the company and activities within the marketing department.
- Developing and implementing marketing strategy for the company in line with company objectives.
- Agreeing sales targets
- Planning, implementing and analysing effective marketing campaigns.
- Co-ordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Represent the company at high level events. i.e. Performances, fund-raisers

DESIGN, DIGITAL AND PRINT

- Working with design agencies to design and create campaign materials for all strands of BYMT work.
- Working with print and distribution companies, implementing print and distribution campaigns for promotional activities.
- Maintaining the company website. Working with website developers - ongoing development.
- Creating digital content and maintaining BYMT's social media channels (Twitter, Facebook, Instagram, YouTube, Flickr, Blog).
- Maintaining digital archives, filming of productions and courses.
- Creating and implementing effective e-communications.
- Maintenance of BYMT's CRM database including segmentation of data.

MARKETING

- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Planning, creating and implementing digital and print marketing campaigns.
- Planning, creating and implementing effective communications campaigns, insuring press/media presence across activities.
- Working with PR agencies for high profile activities.
- Monitor and report on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analysing potential strategic partner relationships for company marketing.

MEDIA

- Working with filmmakers on the creation of video promotions, interviews and filming of productions.
- Working with creatives on the creation of audio recordings.
- Working with photographers capturing productions, live events and for press.

MANAGEMENT

- Recruiting and managing marketing assistants and interns and volunteers at pivotal points of the year.
- Growing and strengthening BYMT's marketing function and team.

OTHER DUTIES

- General administration e.g. dealing with email and phone enquiries, office post and other duties as required.
- Assisting with other projects as and when required.
- Ensuring adherence to the company's policies and procedures with particular reference to child protection, race equality, diversity and health and safety;

- Working collaboratively with team members and other colleagues to meet the company's aims and objectives.
- Working in a flexible manner and to undertake other duties as reasonably requested.

Working with young people

The postholder will be required to undertake a Disclosure and Barring Service (DBS) check

Terms and conditions

Salary/fee – £24,000 - £27,000 p.a. according to experience.

Contract - This is a fixed term 12 month maternity cover contract.

Probationary period – 6 months

Place of work – British Youth Music Theatre, Peckham, London, SE15 5JT

Hours of work - 37½ p.w.

Office hours – normally 10.00am to 6.00pm but the company is flexible in its approach to hours.

Out of office – the post holder will be expected to attend performances and may on occasions be expected to stay on BYMT residential courses.

The postholder is encouraged to attend selected activities and projects on which BYMT is working which will, almost always, be in addition to the normal working hours.

Holidays - The post holder will be entitled to four weeks (20 days) paid holiday and time off in lieu for any bank holidays or weekends worked as required. Most of BYMT's courses take place during school holidays and as a result, holidays are generally not allowed during the period 15 July to 1 September.

Pensions - BYMT operates a workplace pension scheme through NEST.

Presentation – casual in the office but smart for occasional events and meetings.

Person Specification

British Youth Music Theatre (formally Youth Music Theatre UK) is seeking an enthusiastic and creative individual to promote all of BYMT's activities. The postholder must have experience of creating, implementing and analysing marketing campaigns. Excellent communication skills (in all aspects) are essential as is a good knowledge of utilising digital and social media channels for different audiences. Understanding campaign strategies is also useful. The postholder will be a team player and able to manage a large workload. The successful candidate will join a small team of staff in our new South London offices.

Qualifications/Experience

- Good all round level of education preferably up to degree level
- At least 3 years relevant experience of marketing preferably within the arts/cultural sector
- Experience of working with the latest digital technologies but with an appreciation for traditional marketing
- An understanding of issues affecting young people
- Some knowledge or interest in music and/or theatre
- Experience of website management

Skills and Attitude

- Strong administrative skills
- Excellent organisation and time management
- Excellent communication and writing skills
- Excellent command of English
- An entrepreneurial attitude towards building the company's profile and financial success

- Excellent telephone manner
- Presentational and networking skills
- PC skills, particularly facility on a database such as Access, ACT! CRM, MS Office, and any of the Adobe suite of software
- Ability to manage a changeable schedule
- Ability to work well under pressure

Ability/Disposition

The post holder will have:

- Good people skills and be a team player
- The ability to work on their own initiative
- A rapport with a variety of people including young people, their parents, theatre and staff and teachers
- Available to work away from home during school holidays

Motivation

- Genuine interest in young people
- Love of the arts and the benefits they can bring to young people
- Ambition to grow the company at a significant point in its development as it continues through its 15th year of trading.

Recruitment process

Potential applicants should complete the application form and email it to ninamcdonagh@bymt.org by **12:00 on Monday 1 April 2019**

Please inform us if you have any other access needs or requirements.

Interviews 4-5 April 2019 plus a possible second round in the following week.

Starting date: 13 May 2019

British Youth Music Theatre is committed to equality of opportunity in all its employment practices, policies and procedures. To this end, within the framework of the law, we are committed as far as possible to achieving and maintaining a workforce that broadly reflects the local community within which we operate. No employee or potential employee will therefore receive less favourable treatment due to their race, creed, colour, nationality, ethnic origin, religion, sex change, sexual orientation, marital status, connections with a national minority, membership or non-membership of a trade union or, disability and age unless justifiable.

