



British Youth Music Theatre Job Description and Person Specification

TITLE	MARKETING MANAGER
Responsible to	Head of Development
Internal Relations	<ul style="list-style-type: none">• Creative Director, Associate Producer, Admissions Manager, Welfare Manager, Finance Manager• Board of Trustees (responsible for corporate governance and approval of key policies), Young people on company projects and their families, Freelance 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 music theatre and commission more new musicals per year than any other UK company. Each year we create at least eight new shows across the UK performed by talented young people drawn from national auditions, both live and online, and school workshops. We work with leading industry professionals and develop emerging artists.</p> <p>BYMT has recently appointed a new Creative Director and Associate Producer, which marks a new era, with ambitions for the inclusivity, youth engagement and profile of the company to grow. 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 (young people 11-21). The company holds auditions in c.27 locations around the UK and Ireland plus online and has a capacity of around 2,000 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 courses, where participants devise new musicals.• BYMT summer season of new music theatre - ticket sales. The company produces at least 8 new musical productions in professional venues across the UK, as well as other productions and events which will require strong ticket sales, such as the Christmas Concert 'Let It Snow'. <p>Additional areas of activity</p> <ul style="list-style-type: none">• Discover Music Theatre workshops in schools across the UK, with particular focus on enabling access to BYMT projects through reaching underrepresented young people

- Continuous Professional Development (CPD) courses (LEAs, schools and freelance practitioners)
- Merchandise
- Licensing of BYMT productions

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.
- Representing the company at high level events. i.e. performances, fund-raisers

DESIGN, DIGITAL AND PRINT

- Working with agencies to design and create campaign assets 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

- Managing and improving 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.
- Monitoring and reporting on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Maintaining 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 and young people 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.
- Ensuring digital champions (young people) are engaged in every project/production, generating content for social media channels.

- 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, inclusivity & relevance and health & safety.
- Working collaboratively with team members and other colleagues to meet the company’s aims and objectives.
- Working in a flexible manner and undertaking other duties as reasonably requested.

Working with young people

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

Terms and conditions

Salary/fee – £30,000 - £32,000 p.a. according to experience.

Contract - A permanent contract with the possibility of flexible working

Probationary period – 3 months

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

Hours of work - 37½ p.w. full time - however a 4-day (30hrs) or 3-day (22.5hrs) week could be considered for the right candidate.

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.

Inclusivity Statement

BYMT is committed to creating an inclusive culture in all its activities; equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. We are particularly keen to hear from people from global majority backgrounds and from candidates who self-identify as disabled as they are under-represented in our workforce.

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 and raise the profile of the company’s work. 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, as is enthusiasm for working with and for young people. The postholder will be a team player and able to manage a large workload. The successful candidate will join a team of 9 staff in our lively office in Mountview.

Qualifications/Experience

- Good all round level of education preferably up to degree level
- Relevant experience of marketing preferably within the arts/cultural sector
- Experience of working with the latest digital technologies in a way that complements more 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

- 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 staff and teachers
- Availability 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 evolves with a new Creative Director and Associate Producer

Recruitment process

Potential applicants should complete the application form and send it to alexmastih@bymt.org by **12:00 on Tuesday 28th June 2022**

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

Interviews 4th July 2022

Starting date: ASAP summer 2022 (season starts 28th July)



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