

PROGRAMME AND MARKETING MANAGER (MATERNITY COVER)

CLOSING DATE FOR APPLICATIONS: 19th MAY 2021

TO BEGIN WORK IN EARLY JUNE 2021

About the North Wall

The North Wall is an arts centre in Oxford established in 2006 to provide opportunities for artists, the public and young people to make and experience theatre and art of the highest quality. The North Wall is situated in the grounds of St Edward's School; the School is the venue's principal sponsor.

The North Wall has built a nationally-recognised reputation for its innovative work and emphasis on new writing. Since inception, it has programmed over 195 new plays, including debut plays of 32 new writers, and produced or co-produced 12 new productions.

The award-winning venue includes a fully flexible theatre/performance space, a smaller studio/rehearsal space, a dance studio and a gallery.

About the role

The Programme and Marketing Manager has overall responsibility for four major areas within the North Wall:

- the co-ordination of the public programme of work in the North Wall Theatre.
- the marketing, PR and promotion of all incoming shows and exhibitions, all shows produced and co-produced by the North Wall and raising the general profile of the North Wall as a venue and arts organization, locally, regionally and nationally.
- the North Wall's box office and online ticketing system, and controlling and managing the content and development of the North Wall's website
- managing The North Wall's data protection and compliance with UK GDPR and data protection law, and upholding the North Wall privacy policy.

Main Tasks and Responsibilities

Programming

- Seeking out and watching work which may be of interest for the North Wall public programme.
- Fielding enquiries and keeping a record of submissions from professional artists and companies wishing to be programmed at the North Wall.
- Liaising regularly with the Co-Directors to discuss potential work and to ensure that all the art forms - theatre, music, dance, comedy - are represented in each season.
- Liaising with the Co-Directors with regard to programming budget, and ensuring that financial agreements with artists and companies remain within the agreed parameters.
- Overseeing the programming calendar and scheduling of all public events, and ArtsLab and participation activities taking place in the building and online.
- Managing all internal School bookings and use of the NW Theatre and studio spaces, liaising with staff as appropriate

Marketing

- Collating and editing all copy and images for the North Wall's main season brochure, and liaising with designers and printers, so as to meet distribution deadlines
- Planning and delivering independent marketing campaigns for each show visiting the North Wall
- Writing press releases and handling all press liaison regarding events at the North Wall, including upkeep of the press folder, and documenting all press coverage
- Overseeing the distribution of all marketing materials, both electronic and hard copy
- Creating artwork for campaigns using Adobe InDesign in accordance with NW branding guidelines
- Placing advertisements in strategically chosen publications, with due regard to budgetary limitations
- Maintaining and developing the North Wall mailing list in accordance with GDPR
- Compiling direct mail letters, e-shots and e-flyers to targeted groups as appropriate
- Updating and daily content management of the North Wall website
- Maintaining the North Wall's presence on social media and all online and printed platforms, both annually and seasonally
- Co-ordinating upkeep and maintenance of all contact databases
- Managing the Marketing budget, ensuring that expenditure remains at all times within the allocated annual budget

Producing

- Collaborating with artistic directors, colleagues and external designers to create and develop lead images, poster and flyer design of all publicity material for North wall projects, productions and co-productions
- Arranging appropriate photo calls as needed
- Devising and delivering marketing campaigns for each production
- Where appropriate, liaison with external venues in order to meet marketing and print requirements
- Managing all press and PR for the production(s), or working with external PR companies as needed
- Collation of all copy, biogs and images for programmes and freesheets, and ensuring their readiness for sale or distribution on performance nights

Administration and Management

- Overall responsibility for managing the computerised box office system, creating events and putting them on sale, managing events sales reports for external companies, and managing ticket discounts and complimentary ticket allocations.
- Regular liaison with the Accounts Office to provide financial information
- Liaising regularly with Assistant Producer in relation to invoice and budget queries, box office reconciliations and contracts

Other tasks

- Helping to maintain effective professional working practices in the North Wall in accordance with School policy and legal requirements for Health and Safety
- Any other tasks as may be necessary within the scope of the job role.

Start date

To begin work in early June 2021.

Duration of contract

This is a fixed term contract which is likely to last for around 10 months.

Hours of work

This is a full-time position and core hours of work are 40 per week, involving regular weekend and evening working. A flexible approach is essential as hours will vary on a week to week basis. There may be occasions when extra hours are needed, for which time off in lieu will be given at a mutually convenient time.

Salary

The full-time salary for this position will be £28,000 per annum. Salaries are reviewed annually with effect from 1st September.

Holiday

Annual holiday entitlement will be pro rata of 25 days per year, plus bank holidays (although please note that bank holidays which occur during term time may well be working days, for which time off in lieu will be given).

The holiday year runs from 1st September to 31st August. All holiday is booked at the employer's discretion and must be approved in advance by the Co-Directors of the North Wall.

Probationary period

The appointment is subject to a probationary period of three months.

Pension

The post holder is eligible for membership of the School's pension scheme for support staff.

Sickness benefit

There is no entitlement to sickness benefit, except for Statutory Sick Pay, which will be paid if the qualifying conditions are met.

Miscellaneous non-contractual benefits

- Free lunches are available during times when the School's kitchens are in operation.
- Following successful completion of their probationary period, staff may use The Nuffield Health Fitness and Wellbeing Gym (which is situated on the School site). Membership is governed by the Club rules and may be withdrawn from individual members should the Club consider that there is good reason to do so.
- Car parking is available on site.
- The School provides an employee assistance programme (EAP) which gives access to a comprehensive website and a dedicated helping offering information, support and counselling around the clock. The EAP is completely confidential and the provider is independent of the School.

About the Candidate

Person Specification	
A personal interest in the arts, and understanding of the ideals and goals of an arts organisation	Desirable
Excellent spoken and written English and strong communication and proof-reading skills	Essential

IT literacy, including some experience of Microsoft Word and Excel	Essential
Experience developing and implementing marketing campaigns within an arts organisation	Essential
Experience programming within an arts organisation	Essential
Experience managing a box office CRM system	Essential
Experience of budget holding	Essential
Experience managing social media accounts	Essential
Working knowledge of Adobe InDesign	Essential
Experience using Ticketsolve	Desirable
Enthusiasm, motivation, good humour and a positive, can-do attitude to the role and its tasks	Essential
Organised and methodical, with the ability to multi-task across several projects	Essential
Knowledge of key theatre/arts networks	Desirable
Working knowledge of Adobe Photoshop and video editing software	Desirable
The ability to work flexibly as part of a team and to work well under direction, but also to use initiative and work autonomously when required	Essential
Willingness to undergo relevant training	Essential
Commitment to the protection of children and young people	Essential
Willingness to work within the School's Child Protection guidance for staff and follow relevant organisational procedures	Essential

Confidentiality and Data Protection

In the course of their employment, staff may have access to confidential information relating to pupils, their families and other members of staff and are required to exercise due consideration in the way such information is used. Staff should not act in any way which might be prejudicial to the School's interests. Information which may be included in the category covers both the general business of the School and information regarding specific individuals. A strict code of confidentiality must be adhered to at all times and staff must not use data held by the School for personal use or disclose such data to a third person/party without appropriate authorisation. All staff must take personal responsibility to help ensure compliance with the requirements of the General Data Protection Regulation (GDPR) and the School's Privacy Notice for Staff.

Child Protection at St Edward's

The North Wall is owned by St Edward's School and we are committed to safeguarding and promoting the welfare of children and young people. We aim to create and maintain a safe environment for our pupils, where they feel respected and supported. We expect all staff to share this commitment and to become familiar with our policies and procedures for child protection and security. It is a requirement of the Children Act and Care Standards Regulations that all employees of the school must receive enhanced clearance from the Disclosure & Barring Service.

Health and Safety

The School is obliged, so far as is reasonably practicable to provide safe and healthy conditions and safe systems of work for all employees which prevent risk to health, safety and welfare. You are required by health and safety legislation to take reasonable care for your own health and safety and for the health and safety of others. Employees must not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare in pursuance of any of the statutory provision.

About the Selection Process

Those candidates whose applications we are pursuing will be contacted shortly after the closing date and invited to interview. At this stage we will take up references unless the candidate explicitly asks us not to contact a referee at this stage.

If we receive a large number of high-quality applications, we may conduct preliminary online interviews in advance of a formal interview at the School. The formal interview will involve meetings with various colleagues, and we will seek to assess how well the candidate meets the requirements of the post and the candidate's suitability to work with children.

Candidates will be asked to bring with them to interview any certificates relating to qualifications mentioned on the application form and identity and proof of address documents. Any discrepancies or anomalies in the application form will be taken up at interview. As part of the verification process, a candidate's present and past employers may be contacted, whether their name is given as a referee or not.

If you would like further information about this post, please contact Co-Director of the North Wall, Ria Parry, preferably by email: parryr@stedwardsoxford.org.

Application forms can be found on the School website: www.stedwardsoxford.org. Completed forms should be emailed to recruitment@stedwardsoxford.org or posted to Recruitment, St Edward's School, Woodstock Road, Oxford OX2 7NN.

Closing date for applications is 19th May 2021.

We reserve the right to appoint at any stage during the application process.

