

## **Motionhouse | Audience Development & Engagement Coordinator**

### **Reports to the Communications and Development Director**

Purpose of the post:

- Act as an advocate for the company at performances (theatre/festival) and events, promoting the work and engaging with audiences and other stakeholders.
- Marketing and audience development activity for all aspects of the Company's extensive programme.
- Collection of audience numbers and feedback, to inform planning and reporting across the organisation.

Detailed job description:

### **Marketing and audience engagement activity**

- Actively promote all aspects of the company's work to audiences, venues and other partners through face to face meetings, ongoing dialogue and presence on tour with the company.
- In association with the Communications and Development Director and as part of the wider Communications Strategy, develop and deliver Motionhouse's long and short-term marketing and audience development plans, suitably tailored for all strands of activity.
- In association with the Communications and Development Director, develop and deliver the marketing materials to promote all company activity including, but not limited to, national and international touring productions, large scale shows, community classes, education and participation, workshops related to touring schedule, festival touring, project activity, the Motionhouse studio, audience-focused marketing and promoter selling.
- Work with venues, festivals and partners to deliver creative marketing campaigns and plans, maintaining an active dialogue, including face to face marketing meetings for UK-based venues, where appropriate.
- Maintain good stocks of print and other tools in an orderly and accessible fashion.
- With the Communications and Development Director, oversee the design and production of all printed materials, promotional packs, stationary, etc. from briefing to delivery, using appropriate, targeted copy.
- Where possible and appropriate, create in-house marketing print in coordination with the Digital Communications Officer.

### ***Motionhouse's online communication (social media, news blog, e-newsletters)***

- Working closely with the Communications and Development Director and the Digital Communications Officer, contribute creatively and practically to the Company's online/social media, currently including Facebook, blog, Twitter, YouTube, Pinterest, Instagram and Flickr accounts.
- In coordination with the Communications and Development Director, develop appropriate targeted external communications content using the company's e-marketing tools, including regular e-flyers, newsblog and press releases.
- Support the Digital Communications Officer to maintain the Motionhouse website and online presence – including updates and information listings.

- Look for opportunities to widen the reach of Motionhouse’s blog posts to relevant dance, arts and national and regional culture websites.

## Data Collection, analysis and use

- Work with the Communications and Development Director to maintain a dialogue with audience members through various initiatives, building the audience database and online community and focusing on audience and participant retention, engagement and loyalty.
- Collect and monitor weekly box office stats and amend marketing plans accordingly.
- Liaise with venues and partners to ensure collection of feedback from our audiences across the programme.
- Coordinate all data sharing with venues where appropriate.
- Monitor and make best use of Audience Finder tools (Show Stats, Audience Finder Survey, etc).
- Add audience data to the database and manage the database in coordination with the Digital Communications Officer.
- Contribute to all reporting as required by the Communications and Development Director.

## Merchandising and archives

- Oversee design and ordering of all merchandising, in collaboration with appropriate members of the team.
- With the administrator, ensure that the touring company has appropriate Front of House stocks – including merchandise, programmes, questionnaires and display boards.
- Manage and maintain Motionhouse’s photo/image/print/press archives and records.

## Other

- Produce estimates and ensure adherence to budgets for all aspects of the marketing activity.
- Ensure adherence to Data Protection legislation.
- Undertake any other reasonable duties as allocated by the Communications and Development Director.
- Maintain confidentiality in relation to personnel issues and always have regard to promoting and preserving the reputation of the Company and its employees.
- Attend meetings and complete training courses as necessary.
- All staff are expected to promote and ensure the implementation of the equal opportunities policies of Motionhouse and to respect data protection laws.

Usual place of Employment: Motionhouse, Spencer Yard, Leamington Spa, Warwickshire, CV31 3SY

## Further information

**Salary** £23,000 - 27,000 per annum, depending on experience, paid on a monthly basis. There is a pension scheme.

**Working hours** 37.5 hours per week, including weekends and evenings.



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**VITSE**

Motionhouse, Spencer Yard, Leamington Spa, Warwickshire, CV31 3SY, UK  
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**Overtime** No paid overtime: we operate a time off in lieu system.

**Holiday** 25 days plus statutory holidays.

**Probationary period** Six months.

**Notice period** 2 weeks within probation period. Three months thereafter.

## Marketing and PR Manager – Person Specification

	Essential Criteria	Desirable Criteria
<b>Education/Qualifications</b>	A degree or equivalent.	A qualification in marketing, communications or PR
<b>Experience/Knowledge</b>	<p>Experience working in a busy team, managing large workload and priorities</p> <p>Experience in a customer facing role – which might for example include communications, marketing or sales - and confidence in interacting with customers.</p>	<p>Experience working in an arts organisation</p> <p>Experience using Microsoft Access, WordPress and Mail Chimp</p>
<b>Skills/Abilities</b>	<p>Creative and highly flexible</p> <p>High level of accuracy and attention to detail</p> <p>Excellent organisational and prioritising skills</p> <p>The ability to problem-solve, multi-task and use own initiative whilst working under pressure</p> <p>Excellent interpersonal skills</p> <p>Excellent written and verbal communication skills</p> <p>High level of computer literacy, including Microsoft Office – Word, Excel, Outlook, PPT, Publisher, etc. and Photoshop</p> <p>The ability to work both independently and in a team</p> <p>The ability to work to deadlines</p> <p>Experience in engaging with digital technology and using</p>	<p>Experience in sales and income generation</p> <p>Video editing skills</p> <p>Clean and current driving license</p> <p>Experience of driving a minibus or similar vehicle</p> <p>Experience of working with the media</p>

	social media in marketing campaigns	
<b>Personal attributes</b>	<p>Outgoing - a natural sales person</p> <p>A love of dance and the arts</p> <p>Excellent team player</p> <p>Flexibility to work evenings and weekends</p> <p>Creative, hands on and enthusiastic</p> <p>A self-starter. Highly motivated and enthusiastic</p> <p>A willingness to become part of a small, committed and enthusiastic team</p> <p>Commitment to high standards</p> <p>Interest in continuing skills development</p> <p>Ability to work under pressure</p> <p>Ability to work with minimal supervision and to act on own initiative</p>	

## Application Procedure

To apply please email your application to [Jane@motionhouse.co.uk](mailto:Jane@motionhouse.co.uk)

You should send a covering letter setting out clearly how you meet the person specification for the post, detailing relevant experience and your ability to deliver the duties set out in the job description. Let us know why you would like to work for Motionhouse. Please also attach your CV and details of two referees. Please also let us know in your cover letter where you saw the advert for the post.

In preparation for your application, and for more information about the company we recommend that you visit [www.motionhouse.co.uk](http://www.motionhouse.co.uk)

**Closing Date for Applications:** 5pm, Wednesday 10<sup>th</sup> July

**First interviews:** 18<sup>th</sup> of July

**Second (recall) interviews:** 24<sup>th</sup> of July

Please keep these days free. We will be calling people to let them know they have been selected for interview on Friday 12<sup>th</sup> July.

**Ideal start date:** late September/ early October

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[t] +44(0)1926 887 052 | [e] [Jane@motionhouse.co.uk](mailto:Jane@motionhouse.co.uk) | [w] [www.motionhouse.co.uk](http://www.motionhouse.co.uk)

***Motionhouse champions equality and aims to create a culture that respects and values diversity.***

## About Motionhouse

### **Motionhouse | History**

Founded in 1988 by Louise Richards and Kevin Finnan MBE, we create world class dance-circus productions that tour extensively to rave reviews from our audiences across the globe. From full-length productions for theatre touring to flexible work for the outdoors and large-scale performance events, our sell-out productions integrate athletic physicality, powerful narrative, incredible digital imagery and emotive sound scores.

Our work takes its inspiration from common human concerns and our connection to the world in which we live, with recent works exploring flooding, the pressure of time, fear and captivity, and our relationship with water, the Earth and energy. Our dancers perform on stunning sets, alongside JCB diggers, with aerialists and singers, in incredible settings and to breath-taking effect.

Our full-length productions tour to theatres across the UK and internationally. We seamlessly integrate digital imagery with live performance, creating a 'living film' that draws audiences into the magical world on stage. Powerful and emotive, these productions inspire and move; generating repeat tours, large audiences and reinforcing our reputation as an outstanding touring company. Recent years have seen two highly acclaimed US tours, as well as tours of mainland China, Hong Kong, Macau, Japan, and regular appearances throughout Europe.

Pioneers of outdoor dance, our range of flexible productions tours to festivals and non-theatre spaces. These short, sharp injections of dance and circus are designed to be performed outdoors and up-close rather than in a conventional theatre. Immensely popular on the international festival circuit, we tour this work extensively to enormous crowds and great acclaim, inspiring audiences who are not necessarily familiar with dance. These works are also increasingly popular for corporate and other events.

With a three-decade track record of creating work in unusual settings, we have secured a reputation as the 'go to' company to create visionary large-scale outdoor events. From beaches to stately homes and from animating a working harbour to bringing an inner city wasteland to life, as well as being commissioned to celebrate the London 2012 Olympic Games from bid success through launch to opening, we are renowned for our spectacular large-scale outdoor events. Our Artistic Director Kevin Finnan MBE was Choreographer and Movement Director for the Opening Ceremony of the London 2012 Paralympic Games.

We have an enviable reputation for delivering an excellent programme of education and training at our studio in Leamington Spa, throughout the UK and further afield. We deliver a wide range of learning and training projects, in schools and in the community, for students and for young professionals, focusing on skills-development and creativity. Our teaching is accessible and inspiring and emphasises a sense of achievement for all. We offer a range of activities for all ages and abilities and frequently offer the opportunity to develop creative work for performance. See our classes page for both weekly and regular holiday classes at our home base and explore our learn and train pages to find out more about the range of opportunities we offer.

Motionhouse is supported using public funding through Arts Council England.