

Motionhouse | Marketing & PR Manager

Accountable to the Communications and Development Director

Responsible for the creation and delivery of efficient and effective marketing and audience development activity for all aspects of Motionhouse's extensive programme; supporting the Communications Director in PR activities and outreach to the media, support for all outward-facing Company activities, and support for the Company's fundraising activities where required. Line-management of the (part time) Digital Communications Officer.

Areas of responsibility:

- Marketing and audience development activity for the Company's extensive programme
- Support for PR and media activities, collection and archiving of press clippings
- Data collection of audience numbers, data sharing with venues, feedback, analysis and reporting to stakeholders (e.g. Board members, Arts Council England and other funders)
- Management of merchandising, education resources and archives
- Organisation of Company events

Detailed job description:

Marketing and audience development activity

- 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
- Be responsible for the development and delivery of the marketing and promotion of 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 draw up individual marketing campaigns and plans with clear objectives, maintaining an active dialogue, including face to face marketing meetings for UK-based venues, where appropriate
- Liaise with venues, festivals and partners to develop data sharing agreements where appropriate
- Work with the Programme Manager to create, distribute and coordinate company information packs, selling materials and other resources for promotional purposes
- Where required, build relationships and develop audience development initiatives with a range of other organisations and partners including national dance agencies and audience development agencies in association with the Communications and Development Director

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

- Working closely with the Communications and Development Director and with support from the Digital Communications Officer, plan and run 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 and newsblog

Support the digital aspects of the Company's work

- 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

Day to day marketing

- Manage the design and production of all printed materials, promotional packs, stationary, etc. from briefing to delivery, using appropriate, targeted copy, in close collaboration with the Communications and Development Director and external suppliers
- In association with the Communications and Development Director, request content from and brief jobs in, to designers, photographers, film-makers and other service providers to meet wider communications needs, managing from brief through to delivery
- Distribute appropriate print, copy, online content, logos, film, imagery and other digital tools to venues, festivals, promoters and producers
- Maintain good stocks of print and other tools in an orderly and accessible fashion, collate and distribute company information packs and other promotional resources
- Where possible and appropriate to create in-house marketing print in coordination with the Digital Communications Officer
- Ensure that the Motionhouse brand and voice is clearly conveyed in all marketing materials
- Marketing of community classes and projects
- Raising awareness about the community programme and developing materials
- Prepare print and any other resources for presentations and events

Support for PR and media activities and archiving of press clippings

- With support from the Digital Communications Officer, disseminate local, national and regional press releases, listings and advertisements where required in coordination with the Communications and Development Director
- Offer any necessary support to freelance and agency PR and fundraising consultants, etc.
- Undertake media and communications outreach and journalist liaison where required
- Collate hard copy and electronic copies of press cuttings and keep the archives up to date and in order
- 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, monitor and analyse weekly box office stats and amend marketing plans accordingly
- Manage the collection, collation and analysis of promoter, audience and participant feedback and quantitative and qualitative data including postcode data where appropriate
- Manage 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
- Deliver in-depth marketing and audience research as required (in association with outside agencies where appropriate)
- Ensure key findings are disseminated throughout the organisation, reported to Board and key stakeholders, and used to inform future planning
- Produce the Annual Report in cooperation with the Communications and Development Director

Management of merchandising, education resources and archives

- Produce merchandise and education resources, in collaboration with appropriate members of the team where necessary
- Be responsible for finding new products, ordering, stocking, pricing and stock-taking of the company's merchandising
- Ensure that the touring company has appropriate Front of House stocks – including merchandise, programmes, questionnaires and display boards
- Manage and maintain Motionhouse's archives and records

Support for Company events, membership scheme and fundraising

- Provide a supporting role to the Communications and Development Director to promote and manage membership schemes
- Work with the Communications and Development Director to organise and promote PR and other events
- Establish and develop links with potential local partners (local networks, schools, businesses, individuals, organisations, etc.)
- Where required, assist the Communications and Development Director to develop and write fundraising applications

Other

- Produce estimates and ensure adherence to budgets for all aspects of the marketing function
- Ensure adherence to Data Protection legislation

- Liaise with venues for company ticket allocations
- 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 - 26,000 per annum, depending on experience, paid on a monthly basis. There is a pension scheme.

Working hours 37.5 hours per week, usually between the hours of 09.00 to 17.30 Monday to Friday. Due to the nature of the business, there will be regular evening and weekend work and occasional overseas travel.

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
Education/Qualifications	A degree or equivalent	A qualification in marketing or PR
Experience/Knowledge	<p>Experience working in a busy team, managing large workload and priorities.</p> <p>Experience of Microsoft Office – Word, Excel, Outlook.</p> <p>Substantial experience in a marketing role.</p>	<p>Experience working in an arts organisation</p> <p>Experience using Microsoft Access, WordPress and Mail Chimp</p>
Skills/Abilities	<p>Creative and 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 ability to use 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 social media in marketing campaigns</p>	<p>Management experience</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> <p>Experience in sales and income generation</p>

<p>Personal Attributes</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>Flexibility to work some evenings and weekends</p> <p>Ability to work under pressure</p> <p>Ability to work with minimal supervision and to act on own initiative</p> <p>Excellent team player</p> <p>Creativity</p> <p>Knowledge of and enthusiasm for the arts</p>	<p>A passion for dance and the arts</p> <p>Outgoing - a natural sales person</p>
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Application Procedure

To apply please email your application to 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.

In preparation for your application and for more information about the company we recommend that you visit www.motionhouse.co.uk

Closing Date for Application: Midnight, Wednesday 23rd May 2018

Interviews: Wednesday 30th and Thursday 31st May 2018.

Please keep both interview days free: we will be contacting selected candidates to let them know that they have been selected for interview on Friday 25th May, so notice will be short. Please also let us know in your cover letter where you saw the advert for the post.

Motionhouse, Spencer Yard, Leamington Spa, Warwickshire, CV31 3SY
 [t] +44(0)1926 887 052 | [e] Jane@motionhouse.co.uk | [w] 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 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.

We are currently touring a series of outdoor productions that range in scale and duration from an intimate 9-minute duet to a 45-minute dance-circus collaboration with NoFit State Circus on giant Jenga blocks, and a series of larger-scale spectacles incorporating dancers and JCB diggers.

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 by the National Lottery through Arts Council England.