Trainee Marketing & Development Manager

Job Description

Line Manager: Executive Director

Works alongside: Head of Marketing and Development, Press and PR Officer, Marketing Consultant, Digital Content Coordinator

Responsible for: Temporary administrative support when required

The Trainee Marketing & Development Manager raises Graeae’s profile locally, nationally and internationally and cements the company’s role as world leaders in Disabled led theatre. They will devise and manage a creatively accessible marketing strategy for Graeae's productions, training, learning and advocacy. They will build on the organisation’s audience and donor development strategy. They will monitor and evaluate the impact of this and report to funders.

This will be achieved with support from a team of specialist consultants, including the outgoing Head of Marketing and Development.

Key responsibilities

To manage all marketing, PR and promotional activities in support of the company’s vision, ongoing profile-building and positioning Graeae as voice in the arts.

To plan and implement Graeae’s marketing and communications strategy to achieve the organisation’s objectives.

To bring Graeae’s creative “aesthetics of access” into all external communication.

To lead communications in relation to development opportunities and work alongside the Executive Director to realise Graeae’s fundraising opportunities, facilitating engagement across performance attendance, training participation and venue/facilities hire etc.

Key outputs

Marketing, Press and PR

Work with the Head of Marketing and Development to plan and implement Graeae’s marketing, press and PR strategy in support of the company’s overall objectives.

Develop and manage systems to monitor the effectiveness of marketing and promotional activity, press and media campaigns.

Working with the Communications and PR Consultant, develop excellent working relationships with press / media to optimise opportunities for coverage across the whole range of Graeae activity.

Create marketing tools and materials, ensuring that they are maintained to a consistently high and accessible standard.

Liaise with the Digital Content Coordinator on the delivery of an effective digital engagement strategy.

Manage and implement protocol for data usage; consolidate and refine the Graeae database for marketing purposes and ensure that all users adhere to the protocol.

Develop relations with key partners, co-producers and venues throughout the country in line with the marketing, PR and communications strategy.

Work within an annual operational budget for marketing and development.

Development and new business

With the Artistic Director/CEO and Executive Director, lead on identifying new and appropriate expansion opportunities as means of creating income and supporting sustained company development.

Lead communications through the delivery of PR tools such as annual review and showreel to support the development of new business ideas and models, and oversee implementation and successful delivery.

Lead on all communication and relationships with individual, corporate and major donors e.g. correspondence and thank you letters, invitations to events

Support the Development Advisors and Patrons to be proactive in liaison with the Communications and PR Consultant.

Attend funders’ and corporate events as a key spokesperson for Graeae

General

Operate in accordance with Graeae’s employment, Health and Safety, equal opportunities and other practices, policies and procedures.

Carry out any other duties commensurate with the role.

Person Specification: Knowledge / Skills / Experience

Essential

Proven marketing experience (preferably within a relevant environment), including PR / media relations, CRM, web marketing and an in-depth knowledge of social media

Experience of working with or within the arts or cultural industries

Experience of self-motivation, prioritising workload and adopting a structured approach in a highly pressurised environment

Identify as Deaf, disabled or neuro-divergent under the Social Model of Disability or have an in-depth understanding and appreciation of access barriers to working in the arts, as well as how these barriers may be addressed

Experience of creating and maintaining effective administrative systems

Proven experience of monitoring budgets and knowledge of effective financial management systems

Knowledge of the systems and processes relevant to securing external funding and diversifying income strategies

Excellent interpersonal skills including an ability to interact effectively with a wide range of individuals and organisations and a variety of settings

Excellent communication skills - written and verbal / signed and the ability to represent the organisation externally

An understanding of the additional social and cultural barriers encountered by Deaf and disabled artists; including disablism, racism, homophobia or persecution for some other aspect of their identity.

Ability to problem solve both creatively and pragmatically

Understanding and commitment to equal opportunities

Willingness to undertake training and to contribute to the development of marketing related training activities for Graeae staff

Desirable

British Sign Language

Trainee Marketing and Development Manager

Summary of main terms and conditions of service

Contract

This is a full time, fixed term post of one year.

Salary

The salary offered is £26,500 and is payable monthly.

Hours

This is a full-time post of 35 hours per week, plus one hour for lunch. Graeae's opening hours are 8.30am – 6.30pm. Hours are flexible within that period, but must be agreed in advance with your line manager.

Occasional evening and weekend work as well as over-night stays away from the company base in London is required. There is no overtime payable but time off in lieu (TOIL) of hours worked may be taken in negotiation with line manager.

Probation

Confirmation of employment is subject to a 3 month probationary period.

Notice

The period of notice from either party is one week during the probationary period and two months thereafter.

Pension

On the condition the employee contributes 3%, Graeae makes a contribution to the company's designated stakeholder pension scheme equivalent to an additional 7% of gross salary.

Holiday

The post holder is entitled to 25 days paid holiday per annum plus public holidays in the first year of service. Holiday entitlement may not be carried forward and there is no cash alternative except at termination of employment.

Access

Graeae will assist you to conduct an access audit, make an Access to Work application to meet the cost of support and have put funds aside to cover any costs not covered by the scheme. We will assist with booking interpreters, access workers or other personnel as required. Applicants will be responsible for their own personal care and home support needs. We are happy to discuss with you in advance of making an application if you are unsure.

Any additional access support required to make the application will be covered if agreed in advance.

Training

Graeae has a training policy and is committed to developing staff, encouraging them to expand their skills during their employment with the organisation.

This post comes with a training and development package that can be tailored to the individual. Support at an equivalent level would include:

A place on a marketing or audience development training course such as AMA's Audience diversity Academy or equivalent, based on level of experience and accessibility.

Mentorship from one of our partner organisations, 6 x 2hr sessions

Action Learning Set

Up to 5 days additional professional development

1 week placement in one of our partner organisations

The full package of support is estimated by us to be worth c.£5,000 including travel, accommodation and expenses.

Other Benefits

Graeae participates in the Cycle to Work scheme. Holiday, sick and parental leave are all over the required minimum.