

**Recruitment Pack: Marketing and Communications Officer**

Dear candidate

Thank you for your interest in the Marketing and Communications Officer position.

The last few years have been very busy ones for the company as we have transformed the company's creative programme, under the artistic leadership of Steffan Donnelly, and rebuilt our audiences post-COVID-19. In 2023/24, attendance to the company's productions exceeded pre-COVID numbers for the first time. As well as the change in the programme, the way we connect and communicate with our audiences has changed.

In 2024 we have established a new Marketing and Communications Strategy, and the top 3 communication objectives are Joy, Relevance and Collaboration. This shapes the way we relate to an audience and all the content we create.

Our audience profile has changed in recent years as we look to connect with new audiences, particularly children and young people. The main way audiences hear about our work is through digital platforms, especially social media. The company currently has an account on the following platforms: Instagram, Facebook, X, TikTok and LinkedIn. Creating consistent content for these platforms and maintaining relationships with audiences is a core part of this job. Conveying joy and pride in our work, this content needs to promote our productions but also highlight other elements, including participation projects, the artistic work in development, and skills development opportunities.

We're looking for someone who shares our values and can execute our Marketing and Communications Strategy. The successful person needs to enjoy creating content for digital platforms and embrace the challenge of engaging with audiences effectively.

More information about the job and the company can be found in the pack. If there is anything you would like to discuss further, or anything we can do to support you applying for this position, please do not hesitate to contact us to discuss.

Angharad Jones Leefe

Executive Director

**The Company**

Creating Welsh-language theatre as a place of connection for the well-known and the unexpected, for Welshness and the world, for the big conversations and the joyful moments.

Theatr Genedlaethol Cymru creates and presents theatre productions that aim to entertain, excite and captivate our audiences and fuel their imaginations. We also provide development opportunities that will nurture and inspire the next generation of Welsh theatre artists and provide creative opportunities for people across Wales to experience the transformative impact of the arts.

As a national company, we seek to demonstrate leadership within the sector, nurture and develop talent, maximise partnership and collaboration opportunities, develop and increase international relations, and reach the widest possible audiences.

It is over twenty years since the company was founded in 2003 and the company has been settled in Carmarthen since 2008. A new Artistic Director – Steffan Donnelly – was appointed in 2022, and he and Executive Director Angharad Jones Leefe are joint Chief Executives.

The company has 15 core employees on average, but the number varies slightly depending on fixed-term contracts. Creating a positive and productive work environment is especially important to us as a company, and we provide support to our staff so they feel they can carry out their work to the best of their ability. We offer a range of flexible working options, including a flexitime, part-time working and working from home. The wellbeing of our staff is vital to us, and so a range of internal measures have been introduced to protect staff and try to strike a healthy work-life balance.

Creating and staging theatre productions is the main bulk of the company's work, and an annual programme usually consists of around 4 productions, two of which tour nationally. Productions vary but are usually mid- or small-scale. Venues we visit regularly include Sherman Theatre in Cardiff, Ffwrnes in Llanelli, Aberystwyth Arts Centre, Theatr Clwyd in Mold, Galeri Caernarfon, and Pontio in Bangor. The company occasionally stages site-specific productions, and in the past venues have included Caerphilly Castle, Tomen y Mur and Carmarthenshire Museum in Abergwili. We also present work every year at the National Eisteddfod.

In the past year the company has been nominated for a Producer of the Year award from The Stage, and an Excellence in Touring award from UK Theatre for the production Parti Priodas. The company’s production of Rhinoseros by Eugene Ionesco was named one of the top 50 plays of 2023 by The Stage, and Angharad Jones Leefe and Steffan Donnelly, the company's Co-CEOs, appeared on The Stage 100 list.

In addition to productions, the company has a programme of activities which includes artistic research and development projects, and participation activities, ranging from drama clubs for children, to health and wellbeing projects. These activities often include some involvement from the Production Department too.

Freelancers are a vital part of the ecology of our sector and therefore building and maintaining effective and supportive relationships with freelancers is vital to our success as a company. We also work with a range of other companies and organisations to deliver our work. These include other production companies; venues; Mentrau Iaith (Welsh-language initiatives); Urdd Gobaith Cymru; Literature Wales; S4C; the National Centre for Learning Welsh; the National Eisteddfod; WJEC; schools and universities; health boards and local authorities; and more.

The company has a clear focus on increasing the inclusion of our activities, and this permeates through all the company's work – from ensuring an accessible experience for diverse audiences to offering job and participation opportunities that appeal to a diverse range of people, ensuring they are promoted in transparent and open ways.

**Job details**

**Title:** Marketing and Communications Officer

**Salary:** £27,923

**Period:** Permanent

**Hours:** Full Time (37.5 hours per week)

**Reports to the:** Marketing and Communications Manager

**Location:** The company's headquarters are in Carmarthen, but we offer a range of flexible working arrangements, including a hybrid working arrangement which involves a combination of working in the office and working from home. The exact arrangement would be discussed and agreed with the successful candidate.

**Entitlement to Annual Holidays:** 25 days + public holidays + 2 company days at Christmas

**Key responsibilities:**

The Marketing and Communications Officer's primary responsibility is to support the Marketing and Communications (M&C) Manager in implementing the company's marketing and communications strategy, with a focus on managing the company's social media channels. This means working closely with the M&C Manager to formulate and lead marketing campaigns; creating exciting and impactful copy and digital content; dealing with the press to further promote our work; and develop and update the company's website and social media.

The Marketing and Communications Officer has an important role as we look to develop our audiences, and there is an opportunity for the Officer to offer ideas on how to attract and retain audiences. Building relationships with a range of stakeholders is critical, as is telling stories about the company's participation and skills development.

The Marketing and Communications Officer has further responsibilities relating to data and accessibility and supporting the company's fundraising strategy.

Further information on the tasks relating to the above responsibilities can be found in the full job description at the end of this document.

**What are we looking for?**

We're keen to hear from you if you:

* enjoy working in a busy and exciting environment
* have experience implementing marketing and communications plans
* enjoy creating and editing digital content, and have experience of doing so successfully
* have experience of engaging audiences on social networking platforms

When applying for this position, we want you to show that you:

* can communicate and work through the medium of Welsh and English to a high standard – both verbally and in writing
* ares good at prioritising, workload management and problem solving
* take pride in your work and approach it with a positive and constructive attitude

Further information on the skills and knowledge required for this position can be found in the Person Specification at the end of this document.

 **Responsibilities**

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| **Marketing and Communications** |
| * Support the Marketing and Communications (M&C) Manager to implement the company's marketing and communications strategy, with the aim of strengthening relationships with the company's audience and expanding awareness of the company and its work locally, nationally and internationally.
* Work with the M&C Manager to produce creative marketing campaigns for all of the company's productions and projects – including digital marketing, print, press and working with venues.
* Lead on creative marketing campaigns; these could include productions, participation projects or alternative projects.
* Managing the company's social media accounts, developing ideas, creating assets and implementing a schedule that maintains audience interest.
* Create high-quality video and photo content for use on the company's website and digital platforms.
* Manage and update the company's website, ensuring that content is shared regularly to maintain follower interest.
* Create high-quality copy and digital content that markets and promotes all of the company's work including the artistic program, participation and education activities, and various other events.
* Work closely with designers, translators, proofreaders, photographers, creative companies and digital agencies to oversee the creation and design process.
* Draft press releases and deal with any queries from the press and public about information, photos, videos. etc.
* Support the M&C Manager to maintain partnerships with reviewers, journalists and press and media contacts, in Wales and beyond, to expand communications systems and raise the company's profile.
* Support the M&C Manager to maintain good relationships with venues across Wales and ensure that centre staff are kept up to date with the company's productions, to improve the audience experience.
* Assist with arrangements and attend national and local events on behalf of the company e.g. National Eisteddfod, guest nights, conferences, open days, etc.
* Coordinates the archive of photos, video and marketing materials of all Theatr Genedlaethol Cymru productions and other projects, ensuring it is complete, up to date and easy to use.
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| **Audience Development**  |
| * Offer ideas for developing and attracting new audiences and raising the profile of the company.
* Nurturing and develop relationships with a wide range of stakeholders to enable them to be efficient ambassadors and champions for the company and its work.
* Market participation opportunities, promote various activities and tell stories about the company's participation and skills development.
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| **Data and Accessibility** |
| * Administer and update the company's contact list.
* Monitor the efficiency of the company's marketing and communications by keeping a record of audience numbers and social media engagement and collecting any relevant data.
* Assist the M&C Manager in ensuring that the company complies with the laws relating to data, specifically the General Data Protection Regulations (GDPR).
* Ensure that all company marketing materials and website are as accessible as possible.
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| **Other** |
| * Support any marketing or promotion related to income and sponsorship development.
* Assist the Executive Director in implementing the company's fundraising strategy.
* Assist the Participation Team in the administration of the Casgliad Dysgu (Learning Collection).
* Assume other reasonable duties at the request of the M&C Manager.
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**Person Specification**

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|  | **Essential** | **Agreeable** |
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| **Qualifications and Training** |
| Professional qualification (degree/diploma) in marketing |  | ü |
| **Experience** |
| Experience of implementing a marketing plan | ü |  |
| Marketing experience within the arts sector |  | ü |
| Experience of promoting a company and creative projects |  | ü |
| Experience of using digital technology and social networking platforms | ü |  |
| Experience of creating and editing digital content (including videos, GIFs and blogs)  | ü |  |
| **Knowledge** |
| Awareness of marketing and communications trends in theatre in Wales and beyond |  | ü |
| Information on use and good practice in relation to social media |  | ü |
| **Skills** |
| Ability to communicate and work through the medium of Welsh and English – both verbally and in writing – to a high standard | ü |  |
| Excellent IT skills | ü |  |
| Video creation and editing skills | ü |  |
| Ability to come up with creative ideas and innovative approaches to audience engagement | ü |  |
| Ability to work as a team member and independently | ü |  |
| Excellent organisational and time management skills | ü |  |
| Current driving licence |  | ü |

**To apply:**

* Complete the application form

OR

* Submit a short video of yourself, answering the questions set out on the application form.

If you have any questions about the job, need any assistance submitting an application, or would like a different format, please contact us directly by emailing angharad.leefe@theatr.com or calling 07903 842554.

Theatr Genedlaethol Cymru uses the social model of disability, recognising that some people experience disabling barriers. We will interview any disabled candidate who meets the criteria of the position, and we are committed to supporting any entry requirements in interview, or thereafter if the candidate is appointed.

All applicants must complete an Equal Opportunity Monitoring Form.

**Access/Support**

All information technology equipment required for the post will be provided by Theatr Genedlaethol Cymru.

Our Carmarthen office is fully accessible for wheelchair access.

Theatr Genedlaethol Cymru can support the office holder with an Access to Work application to ensure support based on your needs. This could include a grant to help cover the costs of practical support in the workplace or at home, support to travel to and from work, support worker services and/or mental health support. For more information, visit <https://www.gov.uk/access-to-work>

Theatr Genedlaethol Cymru is open to discussing any additional support/resources you may need during the application process, or after recruitment to the position, to enable you to do your best work. This will not affect how qualified you are for the job or the strength of your application. For an informal chat for additional support, please contact Angharad Leefe by emailing angharad.leefe@theatr.com or calling 07903 842554.