



IOU  
Dean Clough Mills  
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## Marketing & Communications Manager

Reports to: Executive Director

Responsible for: Delivering Communications & Digital Strategy, Digital Engagement & Digital Optimisation, Audience Development, Social Media, Web Development, Brand Identity & Print, PR & Media Relations; Events and Programme Promotion, Communications

Based: Halifax

### IOU

IOU make original live shows and contemporary art installations that combine many art forms together with new and innovative technology. The work is devised for unusual indoor and outdoor locations as well as touring venues to give audiences exciting and thought provoking experiences.

The company supports the development of independent artists' creative practice and offers opportunities to emerging artists across a range of disciplines to develop their creative ideas and professional skills through mentoring programmes Space Time Tools Advice and Making it.

Founder members and new young artists work together to devise projects that continue to be at the forefront of contemporary artwork and influence successive generations of practitioners. Through its programme of education and mentoring activities, IOU reveals the process of creating contemporary work and attempts to show, in a wider sense, the positive and creative force the arts has in society and in personal development.

For thirty years IOU has been based at Dean Clough Mills, Halifax where we retain a unique archive of props costumes, artefacts, photographs and videos. We are delighted to be one of Arts Council England's key National Portfolio Organisations with annual support from Dean Clough Mills.

IOU is charity and governed by a board of Trustees. The team is made up of the Executive Director, Artistic Director, Technical Manager, Communications Manager, Project Assistant. We also work with freelance fundraising consultants, artists and producers.

In 2018/2019 we are working towards several key communication events.

- The delivery of a new website
- The implementation of a new digital strategy in response to a digital audit

We are also delivering the following projects:

- Todmorden at the Todmorden Book Festival - November 2018
- Patternarium at Eureka - December 2018
- Rear View 360 with The Space & Square Chapel - March 2019
- The Storytelling Bus with Piece Hall & Square Chapel - May 2019
- Developing and delivering a learning and participation programme as part of the emerging IOU Art School for the local community through Making It, STTA & Explore It
- Developing new work Sea to Sea - 2020

## Job Description

The Marketing & Communications Manager role is a rare opportunity to join the team to deliver the marketing, communications & digital strategy for an exciting phase of IOU and its creation centre.

This is an important role supporting all areas of IOU's activity including national touring, work at the Company's base in Halifax, audience development and delivery of key business aims. The focus of the role combines marketing and business development rooted in an energetic approach to community building, partnerships and facilitating growth.

## Job Purpose

To work with the IOU team to implement the company communications strategy. The main focus will be the delivery of communications with the purpose of increasing audience engagement and raising the profile of IOU for a variety of purposes. The role includes delivery of a digital strategy, developing a new website, improving digital optimisation, managing the brand identity & print, driving the schedule for web content and social media, as well as engagement with local community & audiences including schools, professional sector, academic, audience evaluation, documentation and dissemination.

## Communications

- Lead the development and delivery of the Communications & Digital Strategy and all marketing campaigns for projects and touring work.
- Working collaboratively with partners and partner venues where appropriate, in order to achieve agreed audience targets and financial return
- Connect with new audiences through engagement strategies
- Monitor audience attendance and feedback and other indicators to refine and improve the effectiveness of the company's communication strategy
- Oversee the creation of all marketing collateral across print (flyers, posters, brochures, press releases, annual reports) and digital (website, e-newsletters, news stories, social media)
- Write engaging and accurate copy for the full range of online and offline media
- Originate design, images and video content working with external graphic designers, photographers and filmmakers
- Raise the profile of IOU by producing engaging and relevant digital content and other promotional material as required

## Brand, Profile & PR

- Lead on a forthcoming website delivery for IOU, and act as the company's brand guardian ensuring consistent application across all media, including its use externally
- Positively promote IOU's brand values
- Manage relationships with stakeholders and create online programmes & newsletter to promote IOU activities
- Work with partners to devise press campaigns for all projects
- Seek out new online, print and broadcast partnerships to increase reach for the company's work

## Digital Strategy

- Develop and implement a new digital strategy that will encourage digital optimisation and reach of new Audiences
- Manage the day-to-day running of IOU's current and new website ensuring that content remains relevant and up-to date
- Manage and develop all social media channels
- Write, produce and send regular email newsletters to our subscribers, monitoring open and click-through rates and analytics and devising strategies to increase engagement
- Monitor usage and effectiveness of all the company's online platforms using Google analytics and other tools, to develop strategies to broaden reach, deepen engagement and promote loyalty
- Run occasional paid-for digital advertising campaigns e.g. Google AdWords, Facebook ads

## Audience Development

- Develop and implement the Communication Strategy in line with the company's business plan, including setting and monitoring audience targets to increase the number and range of people experiencing IOU's work

- Carry out regular audience surveys and commission audience research where necessary to gain an understanding of IOU's audience profile and reach
- Manage the company's audience data including collection, storage and usage in line with UK data protection legislation and our Arts Council England National Portfolio Organisation funding agreement
- Ensure that all communications and branding activity works toward and considers IOU'S audience development objectives

### Management and Reporting

- Manage the marketing budget in consultation with the Executive Director and to adhere to internal purchasing and accounting systems
- Recruit, where necessary, appropriately skilled staff, freelancers, and occasionally volunteers to assist with marketing activity, and to manage these roles as required
- Contribute to funding applications, annual reporting, and individual funder reports  
Represent IOU at industry events when required

### Other

Comply with all company policies

Undertake any other specific duties that might be reasonably required of the post-holder

### Key Responsibilities

- Delivery of the Communications & Digital Strategy in collaboration with the Executive Director
- Deliver of a new website for IOU which can be digitally optimised
- Deliver of a new digital strategy that will enable digital optimisation and engagement
- Deliver measurable and targeted promotional campaigns for IOU projects
- Audience development
- Supporting income generation strategy

### Accountabilities

- To deliver and implement the Communication & Digital Strategy for IOU projects.
- To deliver a new website in the period.
- To attend meetings and prepare board and funding reports on time as required.

### Person Specification

#### Essential

- At least 3 years of strategic marketing & communications experience
- Experience of successful delivery of communication strategy including setting targets and, analysing and evaluating data
- Experience of implementing a digital strategy to improve digital optimisation.
- Experience in all digital promotions and campaigns including SEO and social media
- Experience developing new websites
- Demonstrable leadership skills.
- Work well within a team and have the ability to work independently.
- Excellent communication skills.
- Superior writing and copy writing skills for a variety of platforms.
- Ability to be thoroughly knowledgeable about IOU, its culture and/projects and services.
- Excellent financial controller. Able to manage their own marketing budgets and implement company systems.
- Excellent IT skills and understanding of web and software tools.

#### Desirable

- Marketing experience in arts and culture or the digital sector.
- Knowledge of the North as a cultural and creative hub.

***The duties listed above should not be regarded as exhaustive or inclusive as other tasks associated with the post may be required.***

## Terms & Conditions of Employment

**Job Title:** Marketing & Communications Manager

**Salary:** £25,000-27,000 FTE (pro rata)

**Annual leave:** 20 days a year with public holidays (pro rata) more may be negotiated depending upon projects and experience

**Pension:** IOU operates an auto enrolment pension scheme (NEST).

**Hours of Work:** 24 Hours per week. The nature of the position means some evening and weekend work, for which the company does not make overtime payments. Time off in lieu may be available for out of hours working at the Company's discretion.

**Place of Work:** IOU at Dean Clough, Halifax, West Yorkshire.

**Probation Period:** There will be a six month probation period.

**Notice Period:** One months notice in writing on either side

**Equal Opportunities:** IOU is committed to a policy of equality of opportunity in its employment practices with the aim of ensuring that everyone who works for us receives fair treatment

Identity checks: The successful applicant will need to provide official documents to confirm they have the right to work in the UK and undergo a check with the Disclosures and Barring Service. [Compliance with Asylum and Immigration Act 1996]

## Application Requirements

Email your application to [joanne.wain@ioutheatre.org](mailto:joanne.wain@ioutheatre.org)

- A cover letter which responds to the job description and why the post is of interest to you
- A CV
- Deadline 10am on Monday 10 December
- Interviews December 17th 2019
- Start Date December (negotiable)

Please use the subject heading **Marketing & Communications Application**

**We would also be grateful if you could complete the following Monitoring & Diversity form:**

IOU promotes equality and diversity in the workplace. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

**<https://www.surveymonkey.co.uk/r/IOUMonitoring>**

In compliance with the Data Protection Act, IOU will treat all information contained within this form as confidential. The information you provide is for monitoring purposes only and will stay confidential, anonymous and be stored securely.