

IOU Marketing & Communications Recruitment Pack

Deadline: 2 August 2021

Start Date: ASAP.

Interviews: 9 & 10 August 2021

Based: Remote & Halifax, West Yorkshire

IOU research, develop and make digital projects, 360° & 2D video, live performing arts, sound and sculptural installations, workshops and events for everyone.

It's all made from scratch, at our base in Halifax, in the Pennine Hills.

We present online, in our studio and gallery, and at venues and festivals around the UK

IOU Dreaming in the Real World

Thank you for your interest in the position of Marketing & Communications Manager.

The role is a rare opportunity to join the IOU team at a senior level to deliver the marketing, communications & digital strategy for an exciting phase of IOU.

IOU is a producing and touring arts company combining the disciplines of live performance, music, video and installation with R&D, engineering and new technology

IOU site and create artworks for unexpected locations theatres and galleries. Our productions cross the traditional boundaries between art forms and organisations, playing with reality and confounding expectations; inviting with the familiar and guiding to the unknown. We take inspiration from the culture, landscape and industrial heritage of our home in Calderdale, combining making skills and emerging technology.

Productions are made by a mix of regular and new collaborators from many creative disciplines, who work together to compose

and juxtapose vivid imagery, distinctive sets, music, text, movement, machinery and sculpture.

We invent through partnership and collaboration, an adaptive and creative process through which we provide skills development and learning opportunities. Experiencing IOU is an inclusive process of hands-on inventing, learning and active participation, where audiences bring their own perspective. We sow the seeds for new ideas to grow, life-affirming memories to be made and multiple stories to be told.

This is an important role supporting all areas of IOU's activity including new business development, 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. The role includes delivery of a digital strategy, content development of 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, regional and national audiences and audience evaluation, documentation and dissemination.

IOU is committed to diversity and inclusion and aims to reflect and celebrate diversity in all aspects of our work and relationships including with artists, audiences, staff, board and partners. Our

team is drawn from many different backgrounds and cultures. We especially welcome applications from Black, Asian and ethnically diverse individuals and D/deaf and disabled people.

If you are a non-British citizen, please ensure you have the right to live and work in the UK. We are legally required to request proof of your right to work before an offer of employment can be made.

Interviews will be held online; we will pay for travel expenses for any in-person interviews that take place afterwards. We will also pay reasonable costs relating to access or interpretation needs.

Application Requirements

Email your application to joanne.wain@ioutheatre.org and include:

- A cover letter which responds to the job description and why the post is of interest to you
- A CV
- Deadline for submission of applications: 10am on Monday 2 August 2021.
- Interviews will be held on: Monday & Tuesday 9 & 10 August 2021.
- Start Date ASAP (negotiable)

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

We would also be grateful if you could complete the following anonymous Monitoring & Diversity form which helps us assess if our recruitment process is reaching a diverse pool potential employees:

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/JXZJ3YP>

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.

Joanne Wain
Executive Director

About IOU

IOU aims to make innovative and original art-work and to find inventive ways to present work in unexpected places for new and diverse audiences to experience. The company encourages people to explore their own imagination and creativity and helps to nurture and support a new generation of artists, technicians and producers. IOU is distinctive in the way it combines engineering, construction and new technology with the arts and performance based skills.

IOU is an Arts Council Portfolio company based in Halifax, a mill town in the scenic Pennine landscape and takes a leading role within the expanding creative ecology of the region. The company's creation base is designed by Gagarin Studio Architects and is an adapted space within Dean Clough Mills. Here we devise, make and often show the work before touring to other destinations. It houses IOU's administration, workshop, galleries and studio and is a place for the public to visit, see the work and take part in open workshops and creative activities.

The IOU team is led by Artistic Director, David Wheeler and Executive Director, Joanne Wain; with Technical Manager, Dan Powers; Producer, Jonathan McGrath and Finance Manager, Katie English. Project teams are brought together from a pool of experienced IOU artists, makers, writers and performers and we attract and develop new talent through collaboration, R&D and professional development programmes. IOU is a charity and governed by a board of Trustees

In 2021-2022 we are working towards several different objectives:

- The delivery of a touring strand of existing work.
- The development of a new business plan
- The launch of a new website which includes a digital archive, a magazine area, and elevated R&D and artists area.
- Developing and delivering an arts hub
- R&D and new work in development
- Increasing our profile and audience engagement

Company Structure

IOU is a charity and a Company Limited by Guarantee with a Board of Directors to whom we are accountable. We currently have a staff team of 5 with a range of skills and expertise,

IOU is funded by Arts Council England grants with additional income from sponsors, trusts and foundations and other grants.

About The Role

IOU is seeking an experienced Marketing & Communications Manager to support IOU's programme of work and lead on partnerships and audience development.

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 studio, gallery and workshop.

IOU is going through a business development phase and is exploring ways in which we can raise our profile and engage with young, new and existing audiences. The new website will be a key driver in this strategy with the introduction of a magazine section and a focus on commissioned writers and features. This will be a new product for IOU drawing on its expertise and longevity. Other new concepts are to promote the research and development work that is involved in the creation of our new productions; highlighting the company's legacy and archive and raising the profile of the art and artists involved in the production process.

Visit [Rear View Drone Footage](#) of our previous show in Blackpool.

Visit [Rear View 360](#) to see a 360 Film of our previous show in.

Job Description

The Marketing & Communications Manager role is a rare opportunity to join the team at an exciting phase of IOU and its studio, gallery and workshop.

This is an important role supporting all areas of IOU's activity including 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

The role is twofold and dependent on delivering both strategy and hands on communications such as social media posts, newsletters and communication assets.

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. Exceptional writing skills is an essential requirement.

Communications

- Lead the development and delivery of the Communications Strategy and 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 marketing collateral across print (flyers, posters, brochures, press releases, annual reports) and digital (website, e-newsletters, news stories, social)
- 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

- Oversee regular features and writing commissions
- 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
- 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
- Manage quarterly and annual reporting to Arts Council England and the IOU Board

- Contribute to funding applications, 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 website content for IOU which can be digitally optimised
- Deliver digital strategy that will enable digital optimisation and engagement
- Deliver measurable and targeted promotional campaigns for IOU projects
- Audience development and increase audience engagement
- Supporting income generation strategy

Accountabilities

- To deliver and implement the Communication & Digital Strategy for IOU projects.
- To deliver year round website content and social media related posts.

- To attend meetings and prepare board and funding reports on time as required.

Person Specification

Essential Experience Required

- At least 3 years of strategic marketing & communications experience
- Successful delivery of communication strategy including setting targets and, analysing and evaluating data
- Implementing a digital strategy to improve digital optimisation.
- Managing promotions and campaigns including offline and online, SEO and social media and measuring impact to inform future delivery
- Developing content for websites
- Commissioning marketing and promotional assets, managing the print production process from commission and design to sign off and publication
- Working with external agencies and suppliers such as Audience Agency
- Managing a CRM, using marketing databases and mailing lists to support communications and marketing campaigns
- Leading company meetings, setting agendas, and supporting effective decision making
- Reporting to Arts Council England, using Grantium, reporting to a board, management committee or similar

- Demonstrable leadership skills.
- Work well within a team and have the ability to work independently.
- Exceptional writing and copy writing skills for a variety of platforms.
- Excellent financial controller. Able to manage their own marketing budgets and implement company systems.
- Excellent IT skills and understanding of web and software tools.

Essential Knowledge and Understanding Required

- Brand and reputation management
- GDPR and data privacy
- Practical understanding of data gathering and evaluation systems
- A commitment to equality and diversity and an understanding of how to create accessible marketing materials
- Working effectively with networks or multiple partners
- Ability to be thoroughly knowledgeable about IOU, its culture and/projects and services.

Essential Skills Required

- Excellent interpersonal, presentation and oral communication skills
- Adept at writing reports and compiling information succinctly and coherently

- Creative flair and an eye for design
- Superb attention to detail; a skilled proof-reader and editor
- Excellent organisation, planning and time management skills
- Ability to prioritise and manage a varied workload

Desirable

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

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 (either Freelance or PAYE)

Salary or Fee: Circa £26,000 FTE (3 days a week pro rata)

Hours of Work: 24 Hours per week. 8 hours a day and generally 9-5pm or 10-6pm. 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.

Contract: Fixed Term for 12 months with a view to permanent employment.

Place of Work: Remotely from Home and at IOU at Dean Clough, Halifax, West Yorkshire.

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]

Special conditions of the post: Occasional travel required to meetings in the UK requiring some overnight stays. Evening and weekend work throughout the year.

Time off in Lieu: Staff can take Time off in Lieu (TOIL) of additional hours worked by agreement with the Director or General Manager.

Holidays: The post holder will be entitled to 20 days paid holiday each year (pro-rata), in addition to statutory holidays, for the period of this contract. The dates should be negotiated with the Director.

Pension: IOU has a Pension Scheme with the NEST.

Probation period: 3 months

Notice Period: During the probation period the contract can be terminated by either party with 4 weeks' notice; after completion of the probation period the notice period is 3 months.

A note about COVID-19: This recruitment is taking place as the UK emerges from the Covid-19 lockdown. As a result of the pandemic many of the planned events and activities for IOU have been cancelled or postponed, and plans are in development for how to respond to the changes that are taking place.

During the lockdown, the IOU team has been mostly working remotely. A gradual return to office will take place from July/August 2021, following the completion of development work on our premises. It is envisaged that the post will be office-based, with some remote working whilst the pandemic restrictions continue. After a long period of remote-working and staff changes it is a priority for IOU to ensure a successful return to collaborative in-person working. Although some remote working may continue in the future. A thorough risk assessment is in place for the office to ensure the highest standards of safety for all staff, and a further priority is to reduce the number of online meetings required for all staff in the delivery of the work.

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