



## **POSITION DESCRIPTION**

**Position Title:** Marketing & Engagement Manager

**Position type:** Full time (37.5hrs) (1 FTE)

*Part-time may be considered for the right candidate*

Fixed term contract to March 2025, with potential to extend

Start date ASAP and by September 2023 at the latest

**Salary:** £30-33k p/a, dependent on experience

**Location:** Miracle HQ in Redruth

Some evenings & weekends may sometimes be required (TOIL & flexible working policy in place).

## **ABOUT MIRACLE**

Based in Redruth, Miracle is Cornwall's longest running theatre company. It safeguards the tradition of travelling theatre by touring original, inventive, comic theatre across Cornwall, the South West and the UK. Its rich mix of touring work includes adaptation of classic plays and new writing that keeps the audience at its heart. It visits open-air locations and indoor venues, many of which are in alternative spaces. Established in 1979, Miracle creates compelling theatre that connects with audiences across generations. As one of the South West's key arts organisations it is committed to nurturing talent, employing and supporting diverse local artists and inspiring young people.

## **ABOUT THE ROLE**

The Marketing and Engagement Manager will oversee marketing, PR, social media and digital communications, and be responsible for managing and delivering Miracle's brand, positioning, profile and reputation management as Miracle undertakes a major business growth project.

Part of the senior management team of a small organisation, you will play a key role in ensuring that our strategic objectives, funding outputs and earned income targets are achieved by efficient collaborative working.

You will create and implement a compelling marketing strategy that engages with a wide range of target audiences, engages local communities at a grass-roots level and maximizes box office revenue. You will have overall responsibility for the delivery, consistency, quality and reach of

all Miracle's communications activity.

You will liaise internally with colleagues, audiences, communities and stakeholders to ensure a joined-up and collaborative approach to engaging the public with our work. You will create and own ambitious targets for extending our reach and increasing earned income and contribute to our overall strategy and planning. You will lead on data capture and research to better understand our audiences and contribute to our evaluation framework to measure the quality and impact of our productions, and sharing insights with colleagues, our Board, our funders and other partners.

### **PERSON SPECIFICATION**

Miracle Theatre is looking for a dynamic, strategic thinker to lead on marketing, communications and community engagement as we roll out a major business growth project over the next two years.

This is not an entry-level role. You will have experience developing and delivering a marketing and engagement strategy that contributes to the overall growth of a creative arts organisation. No job will be beneath you and no job will be above you concerning the creation and delivery of strategic marketing objectives, including leading on how these are implemented at events and via stakeholder relationships. You will be a community-minded team player who understands the requirements of grass-roots engagement with existing and future audiences. Experience of fundraising would be a welcome addition to your skill set.

Having experience in the charitable or arts sectors is desirable, but most importantly you'll demonstrate the commitment and aptitude to learn about the requirements of a creative, theatre-based environment.

Miracle Theatre is a dynamic and inclusive workplace. We encourage applications from candidates with diverse backgrounds bringing a variety of skills, experiences and perspectives to Miracle.

### **SELECTION CRITERIA**

- 1. Communications and advocacy:** An excellent communicator, the candidate will have to demonstrate the ability to develop, plan and implement marketing, media, communications, and audience development strategies for an arts organisation. They will have a creative approach to content production and using social media to grow reach and engagement. They will have a keen eye for detail, branding and design, and a commitment to accessibility and inclusivity of communications.
- 2. Stakeholder relations:** The candidate will have excellent relationship management skills, and a track record of developing partnerships and opportunities that fulfil organisational values and targets for growth.
- 3. Management and collaboration:** The candidate will have demonstrated experience in developing and managing work plans and budgets. They will be experienced in supervising the work of contractors and will be an active contributor to a collegiate workplace culture. They will

have the ability to be proactive in a small team environment, work independently, and collaborate effectively with colleagues to achieve organisational goals and objectives.

4. **Community engagement:** The candidate will have knowledge and experience of building, working with and / or creating community networks as a way of engaging current and future audiences on a grass-roots level, and would ideally have knowledge and networks in Cornwall and the south west.

5. **Multi-tasking.** Ability to multi-task and work well in a high-pressure environment, meeting multiple deadlines with a solution-driven attitude.

## WORKING RELATIONSHIPS

Position	Marketing and Engagement Manager
Reporting to	Managing Director
Managerial responsibility	Freelance marketing and events staff as required

## ROLE RESPONSIBILITIES

Marketing	<ul style="list-style-type: none"> <li>• Work as part of Miracle senior management team to create, implement and evaluate marketing campaigns across multiple platforms (including traditional media) for Miracle events, touring productions and other revenue generating activity</li> <li>• Work closely with all Miracle touring venues to support local marketing and maximise potential audience of every event</li> <li>• Manage all self-promoted performances to ensure income targets are met and that each event runs as smoothly as possible (in partnership with the Theatre &amp; Events Coordinator)</li> <li>• Safeguard and grow Miracle’s brand &amp; profile</li> <li>• Oversee maintenance and growth of Miracle website, SEO and all digital and social platforms</li> <li>• Manage messaging and communications across all of Miracle’s platforms</li> <li>• Line manage freelance/contract marketing related positions and suppliers (printers, graphic designers, photographer)</li> <li>• Undertake training and professional development as required to stay abreast of new technologies and marketing initiatives</li> </ul>
Audience Development	<ul style="list-style-type: none"> <li>• Establish and grow new Community Collaborators network: Work with existing communities to ensure Miracle is best serving their needs and continues to benefit the communities in which it works and contributes to positive</li> </ul>

	<p>social impact &amp; community wellbeing – identify new communities to join the network</p> <ul style="list-style-type: none"> <li>• Work closely with Managing Director and Artistic Director on audience development strategies using customer and industry data and funding priorities to identify goals and develop plans to achieve these</li> <li>• Take the lead on Arts Council audience data system (Audience Finder/Illuminate) ensuring information is up to date and we are using the resources to their full capabilities</li> <li>• Nurture local community links and ensure Miracle reaches the widest range of people in each community it visits</li> <li>• To represent Miracle at any relevant Audience Development events in the SW</li> </ul>
Fundraising	<ul style="list-style-type: none"> <li>• Work collaboratively with Managing Director and Business &amp; Operations Manager to develop fundraising strategy, including taking responsibility for: <ul style="list-style-type: none"> <li>○ Increasing corporate partners and sponsors</li> <li>○ Managing and growing individual giving across the mix from Friends scheme to one-off donations</li> <li>○ Stewardship of sponsors and donors</li> </ul> </li> <li>• nurture and maintain positive/PR and external relationships with full range of stakeholders</li> <li>• contribute to final reports including evaluation and statistics and assess progress against marketing and fundraising plans</li> <li>• maintain relationships with current and potential stakeholders</li> </ul>
Measuring Impact, Box Office & Audience Data	<ul style="list-style-type: none"> <li>• Work closely with Business &amp; Operations Manager to review and develop Miracle’s data capture across the mix from box office to internal data</li> <li>• Identify best box office, CRM and audience feedback systems for Miracle to ensure maximum audience data and communications and minimum impact on capacity</li> <li>• Implement efficient ways to carry out research, gather feedback and measure Miracle’s impact and report to funders (with strong focus on Arts Council’s Investment Principles)</li> <li>• Analyse and interpret the full range of data to support audience development strategy and drive Miracle forwards in terms of commercial business goals (earned income!)</li> <li>• Support implementation of new data/CRM/administration systems across the wider team where appropriate – current systems in use include Salesforce, Mailchimp &amp; Trello (box office partners use Spectrix, Ticket Source &amp; Ticket Solve)</li> </ul>
Events & Audience Experience	<ul style="list-style-type: none"> <li>• Lead on Front of House, box office systems and event experience</li> </ul>

	<ul style="list-style-type: none"> <li>• Take responsibility for ensuring the 'Miracle Experience' at all self-promoted events (from customer service to signage) or ensure venues and promoters are delivering this on our behalf - develop it to the highest standard possible</li> <li>• Make connections with food and drink partners and any other element that adds to the Miracle audience experience</li> </ul>
General	<ul style="list-style-type: none"> <li>• Be an intrinsic part of Miracle's small team and share responsibility for being a smooth-running, professional, supportive company that delivers high quality work</li> <li>• Contribute to Miracle's strategic business planning and development or review of company policies as required</li> <li>• Share office, customer service, tea-making, tidying up, production support and administration tasks as needed!</li> </ul>

We are prepared to be flexible on the structure of this role for the right candidate and would be willing to discuss a working pattern that works for you and the charity. If you have the kind of skills and experience that make you a good fit for Miracle, please do get in touch. For an informal chat, please call Annie on 01209 216762.

## HOW TO APPLY

Applications close on Wednesday 12<sup>th</sup> July at 12 noon UK time. Late applications will not be accepted.

Interviews will likely take place the week of 17<sup>th</sup> July.

Your application should include the following and be sent to [jobs@miracletheatre.co.uk](mailto:jobs@miracletheatre.co.uk):

- A completed [application form, to be downloaded here](#) or at [miracletheatre.co.uk/jobs](http://miracletheatre.co.uk/jobs)
- A current CV