

TALA
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Marketing and Communications Manager

Candidate Brief - October 2021

About Talawa

Talawa is the UK's outstanding Black British Touring Theatre Company

Our purpose is to champion Black Excellence in theatre; to nurture talent in emerging and established artists of African or Caribbean heritage and to tell inspirational and passionate stories, reflecting Black experiences through art.

For 35 years, Talawa has been breaking down barriers and providing opportunities for Black artists throughout the UK.

We create work that shines a spotlight on the best and most exciting emerging and established Black artists, making theatre for everyone.

We have a track record of artistic excellence, collaborating with artists like Roy Williams, Don Warrington, Malorie Blackman and Michaela Coel.

Recent productions include, *A Place for We* (co-production with Park Theatre), *Guys & Dolls*, *King Lear* (BBC Christmas Broadcast – Amazon Prime streaming) and *All My Sons* (Royal Exchange Theatre). Our co-production, Nicole Lecky's *Superhoe* (with Royal Court) is now being filmed as a series for BBC3 while *Half Breed* by Natasha Marshall (with Soho Theatre) was broadcast by BBC Arts.

Forthcoming and current projects include:

- *A Place for We* by Archie Maddocks and directed by Talawa's Artistic Director Michael Buffong, co-produced with Park Theatre and playing until 6th November 2021.
- Our script reading service, opening in October, and new writers group from Spring 2022, offering exciting opportunities for writers in Croydon.
- *Running With Lions* by Sian Carter and will be produced in Spring 2022 with Lyric Hammersmith and Talawa.
- Our TYPT (Talawa Young People Theatre) programme, for the first time running across 9 months and focusing on both onstage and offstage roles, leading to the creation of a new play with director Ryan Calais Cameron in April 2022.

About the role

Overview and main purpose

The Marketing and Communications Manager is responsible for all of Talawa's audience-facing operations, including marketing, press, social media, and audience development strategies.

Managing Talawa's communications strategies to ensure all its communities understand and promote Talawa's purpose and programming. As part of the Communications brief, manage the website, all media engagement, narrative development, brand and publicity and support Talawa's fundraising efforts by contributing to grant proposals and line managing Press and Marketing freelancers or contractors.

Key duties and responsibilities

Marketing and Communications

- Work closely with the Joint CEOs to communicate Talawa's work onstage to existing and potential audiences and to seek opportunities to enhance Talawa's profile and reach
- Devise and implement cost-effective marketing campaigns to promote Talawa's productions and events to meet agreed box office and audience development targets. This includes:
 - Work closely with relevant Talawa staff and third-party partners
 - Work within agreed budgets for each campaign
 - Monitor the effectiveness of marketing activity and adapting campaigns accordingly
 - Responsible for design, production and distribution of print
 - Booking advertising
 - Monitor and develop Talawa Communications Plan, including show publicity, profile building, and organisational communications.
- Manage Talawa's Digital Strategy
- Manage Talawa's visual and verbal identity (working to Brand guidelines), ensuring a consistent and appropriate tone of voice across all communications, including marketing, development and institutional communications.
- Play an active role in positioning Talawa as an attractive proposition to potential sponsors and supporters
- Manage Talawa's press relationship with our PR company, social media and oversee the organisation of Press Nights

About the role - Continued

Audience Development and experience

- Manage Talawa's Audience Development Strategy, including analysing audience data, and reporting and understanding trends
- Driving the delivery of the Company's commitment to customer care by overseeing all customer-facing areas, ensuring best possible customer experience, and maximising opportunities for earned income.
- Manage and oversee the Talawa Ticketing and Box Office functions for all Talawa events
- Maintain an up-to-date database of Talawa audience members, and potential audience members, donors and potential donors (the CRM system).

Administration

- Manage the Marketing budget to support the company's work across artist development and community engagement
- Maintain comprehensive data on Talawa's activities (audience statistics, box office information, etc.) and disseminating written reports as required
- Responsible for the Talawa Theatre Company's Archive, overseeing its development and upkeep (housed at the V&A).

Duties and Responsibilities of all staff members

- Maintain confidentiality in all areas relating to Talawa Theatre Company where appropriate
- Be aware of, and comply with, Health and Safety rules at work and abide by the procedures as set out in the Health and Safety policy
- Work in accordance with the principles of Talawa's Equality and Diversity statement
- Be active in Talawa's commitment to Environmental Sustainability and reducing environmental impact
- Be aware of and comply with rules and legislation pertaining to Safeguarding and to abide by the procedures as set out in the Safeguarding policy
- Abide by other guidelines, procedures and policies provided by the Company
- Contribute towards Talawa's fundraising goals, this may include research, writing applications, advocacy and managing relationships
- Take part in such working groups as might from time to time be required for the fulfilment of organisational targets
- Participate in all training and development initiatives as required
- Undertaking such other duties as may be reasonably required.



Marketing and Communications Manager

Person Specification

Essential skills and experience

- A belief in Talawa's vision and mission
- An innovative and energetic thinker with demonstrable experience in communications and marketing at a similar level
- Experience of campaign management and the proven ability to analyse and translate marketing and audience data
- Excellent understanding of digital media and networks and their imaginative use in communications
- Resourceful and innovative with strong influencing and networking skills
- Extensive experience of successfully leveraging communications channels including digital media
- Proven ability to work to budget and meet deadlines
- Highly organised with solid administrative skills, a flexible and innovative approach and attention to detail
- Discreet and able to deal appropriately with confidential information
- A team player and a motivated self-starter with the ability to build strong working relationships
- Excellent communication skills, both written and verbal
- Ability and willingness to work outside standard office hours when required (TOIL system is in place)
- Computer literate with a sound knowledge of the Microsoft office suite and database management.

Desirable

- An extensive background in theatre may not be necessary but clear evidence of interest in theatre must be shown
- Ability to use databasess, digital publishing and messaging tools like Salesforce, Wordpress/Craft (or similar), Canva/Photoshop (or similar), and Mailchimp (or similar)

Marketing and Communications Manager

Main terms and conditions

Job title: Marketing and Communications Manager

Responsible to: Executive Director & Joint CEO

Responsible for: Marketing freelancers or contractors

Key working relationships: Artistic Director & JCEO, New Work Producer, Community Engagement Producer and Producer

Contract type: Full-time, permanent

Hours: 40 hours per week including a lunch break of 1 hour. Additional hours may be necessary to fulfil the requirements of the post, including evenings and weekends, and travel out of London when required

Salary: £28,000 - £32,000 per annum depending on experience

Holiday: 24 days per annum plus bank/public holidays

Pension and Benefits: Within 3 months you will be enrolled into The People's Pension in accordance with statutory deadlines and contributions. Talawa has an Employee Assistance Programme (EAP) 24/7 confidential helpline including face-to-face counselling.

Probationary period: Appointment is subject to satisfactory completion of a 3-month probation.

Notice period: 4 weeks' notice by either party until successful completion of probation. On successful completion of probation period 3 months' notice by either party.

Location: Fairfield Halls, Park Lane, Croydon, CR9 1DG

Further details: To find out more about Talawa, please see: <https://www.talawa.com/about>

Marketing and Communications Manager

Application Details

- Closing date: 1st December 2021
- Interview: 1st interview: 8th December 2021 (online) 2nd Interview 13th December 2021 (in person)
- Start date: The successful candidate will be requested to start as soon as possible
- To apply, please complete our application form and equal opportunities survey on our website at: <https://www.talawa.com/articles/hiring-marketing-and-communications-manager>
- Please email your applications to recruitment@talawa.com referencing Marketing and Communications Manager in the subject line or post to: Recruitment (Marketing and Communications Manager), Talawa Theatre Company, Fairfield Halls, Park Lane, Croydon, CR9 1DG
- Talawa is an equal opportunities employer. We are fully committed to working towards a more diverse theatre and cultural industry.



