

ICON

Marketing Officer Recruitment Pack





Thank you for your interest in the role of Marketing Officer with Icon Theatre.

The contents of this pack include:

- Link to our Equal Opportunities form
- A job description and person specification
- Information about Icon Theatre and Theatre31

Icon Theatre empowers communities through theatre. Inspirational, excellent new productions are at the heart of our work, co-created by professional and non-professional artists working together. Alongside this is a desire to support, develop and create new cultural communities both locally and nationally.

The Marketing Officer is a new, part-time role and has been created specifically to support the organisation during an exciting time of strategic growth and increased activity over the next 15 months.

The Marketing Officer will develop, create and deliver high quality and impactful marketing activity, in alignment with Icon Theatre's Communication Strategy, supporting all activity across the company's artistic programme to raise awareness of our work, and helping us to increase, develop and diversify our audiences.

The company is based in Chatham, a 45 minute train journey from Central London. Currently all staff are working remotely. Flexible working is standard, although due to the nature of the role some regular hours in the office each week will be required.

Icon Theatre is committed to diversity, inclusivity and access across all of our activities. We want to encourage applications from candidates from Medway, Sheppey and north Kent; from disabled candidates; and from candidates who identify as being from Black, Asian, East Asian and ethnically diverse backgrounds, who are currently under-represented in our workforce.

Should you require this pack in an alternative format or need further assistance with your application, please email jemma@icontheatre.org.uk or call us on 07956 290 172.

How to apply

To apply, please read through the information and guidance notes provided in this pack.

Please send your CV with a covering letter referring directly to the person specification explaining why your skills and experience make you an exceptional candidate for the role.

Please email your CV and cover letter to: opportunities@icontheatre.org.uk and address to Nancy Hirst (Artistic Director and CEO).

Closing date for applications: 12 noon, 26 July 2021

Equality and Diversity

Icon Theatre is committed to equality of opportunity. Recruitment and selection procedures are monitored to ensure that individuals are selected on merit.

To help us to monitor how effectively our recruitment procedure meets this aim, please complete [this form](#) and return it with your application.

The organisation needs your help and co-operation to enable it to do this but filling in this form is voluntary. Your completed form will not be viewed until the recruitment process is completed.

Monitoring is a requirement of all Arts Council England funded organisations and Icon collects statistical data on those who work with us, take part in our participatory work or see our shows. We do this to help us monitor the diversity of the organisation and its audience. This form will not be kept on file and the data will be anonymised and used for statistics only.

The full link can be found here: <https://nq4cwi781lz.typeform.com/to/s5Yes2bz>

Please can you also let us know where you saw the advertisement or found out about this role.



JOB DESCRIPTION

Job Title:	Marketing Officer
Reports to:	Executive Director
Works closely with:	Head of Programme (Theatre31) and Artistic Director
Salary:	£28,500 pro rata (22.5 hours per week)
Contract:	15 months fixed term (with potential to extend once funding secured)

About Icon Theatre

Icon Theatre empowers communities through theatre. Our mission is to make everyone feel part of that.

Inspirational, excellent new productions are at the heart of our work, co-created by professional and non-professional artists working together. Alongside this is a desire to support, develop and create new cultural communities both locally and nationally.

In June 2020, Icon won a significant tender from Medway Council to lead the flagship ACE/DCMS funded programme Theatre31, engaging 2000 children and young people across Medway and Sheppey in performing arts activities by October 2022.

We are currently preparing for *The Ballad of St John's Car Park*, a large-scale immersive show exploring activism and protest in Medway from the Chatham dockyard unions to Black Lives Matter; *If Not Now*, an outdoor movement-based work with large-scale projection at Rochester Castle commissioned as part of Medway's bid for City of Culture 2025; and a new outreach project in partnership with Open Book (Goldsmith's University) engaging ex-prisoners and ex-addicts. We are also working to position the company for an application to be a National Portfolio Organisation from 2023.

Purpose of job

The Marketing Officer will develop, create and deliver high quality and impactful marketing activity, in alignment with Icon Theatre's Communication Strategy, supporting all activity across the company's artistic programme to raise awareness of our work, and helping us to increase, develop and diversify our audiences.

Responsibilities

- Working closely with the Executive Director and Head of Programme, develop and deliver project-based marketing campaigns, including activity across multiple platforms, to increase audiences and diversity.
- Working closely with the wider team, plan, develop and create assets and content for Icon's marketing platforms, with a particular focus on increasing our digital influence and presence.
- Working closely with the Executive Director, coordinate ticket booking systems for our live events.
- Working closely with the Executive Director and our external Audience Development Consultant, coordinate the collection of necessary data for audience development purposes, in alignment with GDPR practices.
- Create copy for public facing marketing collateral including but not restricted to our website, social media posts, e-newsletters, school's mailing letters and hard copy print.
- Work closely with colleagues and staff involved in project delivery to coordinate and create content for the ongoing digital schedule for our planned digital marketing activity.
- Maintain a good working relationship with external professionals including designers, printers and our audience development, branding and PR consultants.
- Be an advocate for Icon Theatre and all aspects of its programme, developing third party relationships and securing cross promotional activity with key partners and stakeholders.
- With the support of the Head of Programme and freelance Producer, receive and collate marketing assets (copy, images, video) from commissioned artists and manage a direct line of communication with them where necessary.
- With support of the Head of Programme and freelance Producer, assist with managing photoshoots and filming days ensuring external professionals are briefed and necessary assets obtained and delivered in a timely fashion.
- Ensure all external and public facing collateral includes correct project and production credit and that all marketing collateral adopts consistent brand identity.

General

- Understand and enforce Icon Theatre's Child Protection & Safeguarding and Vulnerable Adults Policies at all times, working closely with Icon Theatre's Designated Safeguarding Lead to ensure that best practice safeguarding is in place across all marketing and promotion activity at all times.
- Keep abreast with Icon Theatre's Covid-19 mitigation policy and act in alignment with current risk assessments and procedures relating to this, whether working in person or remotely.

- Ensure all paperwork and records are kept in accordance with Icon Theatre's Child Protection & Safeguarding Policy and all relevant GDPR and Data Protection legislation.
- To carry out any other duties as appropriate, furthering development and delivery of both Theatre31 and Icon Theatre's wider outreach and organisational mission.

Person specification

Essential

- Experience of working in a charity and/or arts or cultural organisation.
- Experience of delivering marketing campaigns, driving activity to reach targeted, local and national audiences.
- Experience of working with communications strategies and branding guidelines, and the ability to adopt strategy and branding within all work undertaken and collateral created.
- Experience of working with assigned budgets.
- Ability to communicate well with a variety of people in a variety of formats including artists, stakeholders, audiences, and community-based participants
- A caring and thoughtful approach to work with an eye for detail.

Desirable

- Ability to plan and work with autonomy, well as being a team player.
- Enjoyment of a fast-paced working environment with a varied workload, where prioritising and collaboration will be key.
- Can-do, proactive, and entrepreneurial attitude
- An understanding of the audiences and cultural ecology in Medway, Sheppey and North Kent
- A passion for the creative arts, particularly quality community theatre.

Conditions of Work

Contract	Part time, initial 15 month fixed term (potential to extend dependent on funding).
Pay	£28,500 pro rata (22.5 hrs per week)
Holiday	20 days holiday, 8 statutory bank holidays pro rata
Hours	22.5 hours per week. Schedule of working hours is flexible, subject to mutual agreement. Occasional evening/weekend work may be required for which an informal TOIL system is in operation

Place of work: The Icon Theatre office is at the Brook Theatre, Old Town Hall, Chatham, Kent ME4 4SE. Currently all staff are working remotely. Flexible working is standard, although due to the nature of the role some regular hours in the office each week will be required.

Probationary Period 2 months with regular reviews.

Notice Period on satisfactory completion of probationary period: 2 months

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.

As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Icon Theatre.

OUR WORK

Productions and Outreach



Founded in 2002, we co-create large-scale, outdoor and site-responsive performances with communities and young people, exploring the issues, stories, and agendas that influence their lives.

We also run ongoing projects including youth theatres, mental health

programmes, weekly classes in local community centres and issue-based workshops on housing estates, schools and drop-in centres.

Our performances have won a Fringe First Award, critical selection by Lyn Gardner, shortlisting for an Amnesty Freedom of Expression Award and a range of critical acclaim including:

'A sharp, impeccably performed and blazingly impassioned piece of theatre... simply terrific.' - The Times

'Icon Theatre has created one of the most compelling and theatrically effective pieces of storytelling on the Fringe.' - The Scotsman

'It is easy to take for granted the acting skills of a top theatre company. But when actors embody characters as superbly as this, you can't help but notice.' - The New Statesman

'Icon has achieved something remarkable... this is a theatrical treat.' - The Stage



Our community projects have won awards for their quality, notably a film made by our youth theatre being awarded Best Film Award (U-Screen Film Competition), second place in the national Animat-Ed Festival and a screening at the Barbican Centre London (Framed Festival).

Governance, Staffing and Finances

Icon Theatre is a registered charity 1097311 and a company limited by guarantee. We are overseen by a board of trustees, chaired by Alysha Sargent.

Day to day management of the company is led by the Artistic Director/CEO, supported by 5 full time members of staff plus 2 part time/sessional. We also work with a range of associate artists and freelance contractors, including fundraisers, technical, stage management and creative teams and external press consultant. We are currently recruiting a new Executive Director (line management of the Marketing Officer role will be by the Artistic Director/CEO until the new Executive Director is in place).

Icon Theatre is a financially stable charity and we have managed to achieve a small surplus on an average turnover of c. £190,000 for the past five years. The next two years will see a significant increase in turnover to £450,000 due to the Theatre31 programme, which will complete in December 2022. Although we have no regular core funding we receive support from a broad range of trusts and foundations, ACE, lottery funders, earned income from box office and theatres tax relief. Current and recent funders include BBC Children in Need, Medway Council, People's Health Trust, ACE, HLF, Kent Community Foundation and the Henry Smith Charity. End of year accounts for previous years are available on the Charity Commission website.

Covid-19 Impact & Strategy

Because fees from live activities and box office contribute a relatively small proportion of Icon Theatre's overall income, the organisation has managed to maintain a reasonable level of organisational and financial stability during the pandemic, and we have utilised digital, flexible, outdoor and socially distanced activities to ensure continued delivery to our audiences and communities throughout lockdown.

CURRENT AND RECENT ACTIVITIES

Theatre31

Theatre31 is one of five flagship Youth Performance Partnerships in the UK, funded by Arts Council England and DCMS. The programme is delivered in partnership with Medway Council, the Medway and Sheppey Local Cultural Education Partnerships, Ideastest, Kent County Council and ROH Bridge.

The programme's mission is to engage over 2,000 young people in performing arts activities across Medway and Sheppey, and to raise awareness about the amazing range of cultural opportunities available for young people in the region. As part of this, Theatre31 aims to develop sustainable channels of connectivity between young people, schools, individual artists and creative organisations across Medway and Sheppey.

All the activities as part of this programme are totally free, and there are lots of ways that young people and artists can get involved, including youth theatres; workshops; technical training; Artsmark; careers advice; performances; schools' projects; co-creations, and commissions.



The Chatham Witch

The Chatham Witch explored the extraordinary history of women in Medway through the ages, from the Anglo-Saxon burial on Chatham Lines, to the 19th century Chatham Scandal and the ARP women at Fort Amherst in WWII. Commissioned to celebrate recent restoration works, this unique promenade performance welcomed local people into areas of Fort Amherst that had previously been closed to the public for many years and are now stunningly restored.



Featuring 150 actors, dancers and singers from the local community, newly commissioned music specifically for the performance, a large-scale visual installation created by local artists and residents, and dazzling projections on the historic bricks of the Fort, *The Chatham Witch* brought alive the powerful, true and untold stories of Medway's most untamed women.

23 Submarines

After heavy storms in 2013, a forgotten World War I submarine emerged from the mudflats on the River Medway. It was later discovered a further 23 submarines were originally abandoned, having sunk over the years into the Medway mud and disappeared without a trace.

A large-scale, outdoor theatre performance in September 2016 explored this story and other myths from the Medway River. Performed on the Chatham riverside at sunset, the production included a community choir, local schools and over 80 local residents performing alongside a professional cast and creative team. The production came out of 9 months of workshops, exhibitions and commissions for local artists and poets, including a poetry trail which displayed excerpts of commissioned poems around Medway's five towns, including in shops, parks, high streets and railway stations. The project actively engaged over 3000 people.

Six Ways to Wellbeing



In recognition of our innovative work around wellbeing, mental health and young people, we were commissioned by Kent Public Health, Kent Council Arts Team and ROH Bridge to deliver a county-wide flagship arts & wellbeing project based around the 'Six Ways to Wellbeing'. Working with over 100 vulnerable young people from challenging backgrounds, we used theatre, music, dance and visual arts to combat poor mental health and improve wellbeing through a series of summer workshops and activities.