

RIVERSIDESTUDIOS

JOB DESCRIPTION

Position:	Communications & Marketing Manager
Responsible to:	Executive Director/Managing Director
Hours of work:	Permanent, full-time, 35 hours a week
Applications to:	careers@riversidestudios.co.uk Closing Date is 5.00pm on Sunday 16 June 2019

Riverside Studios Background

Riverside Studios is reopening in the autumn of 2019 after a five-year redevelopment.

Riverside Studios is a dynamic cultural venue where audiences, artists and communities come together to discover and participate in extraordinary arts and entertainment. Our new building will offer flexible performance spaces, TV Studio, cinemas, event and rehearsal spaces, gallery, workspaces, an archive and bars & restaurants.

Riverside Studios will be a free-flowing confluence of theatre, film, music, dance, comedy, art, enterprise, events, innovative technology and hospitality.

Riverside Studios is operated by the charity Riverside Trust. Our charitable aims are to present high-quality arts and to make them accessible to all. We believe that the arts have the power to improve and change lives. Riverside Studios will be a gateway to the arts for everyone through our bold Artistic and Community Programme.

With over 650,000 visitors, 1,000 artists, 1,000 community members, 300 live performances, 150 TV shows, and 100 films a year Riverside Studios will be making a huge impact on the arts and local communities.

Position Profile

Riverside Studios is looking for an experienced Communications and Marketing Manager to build its profile with audiences across London and the South West. The role will achieve this by effectively promoting live performance, cinema, the venue and other key events to drive ticket sales, venue visitors and brand awareness particularly in our opening year.

Main Duties and Responsibilities

The role is responsible for PR & Marketing for Riverside Studios and will:

- Develop and deliver the Communications and Marketing Strategy for Riverside Studios including budget and timeline.
- Work with the programming team, devise and deliver campaigns for each of the artistic strands and events within the Riverside Studios programme including live performance, cinema, film festivals, community and other events.
- Work with visiting producers/hirers to plan and implement marketing campaigns for all productions at Riverside Studios: working across areas of the marketing mix including online, print distribution, direct mail, promotions and advertising. Where necessary work with outside marketing agencies.
- Work with the Commercial Manager to promote Riverside Studios to theatre and event productions companies and other potential sources of revenue to support the financial sustainability of the organisation.
- Plan and co-ordinate publicity distribution and liaise with commercial distributors; development of new outlets and network opportunities for Riverside publicity.
- Where necessary, co-ordinate the production of theatre programmes, both in-house and in collaboration with visiting theatre companies.
- Attend events outside Riverside Studios including arts performances, festivals, meeting and training courses.
- Produce and analyse end of run reports for each production to monitor the success of campaigns.
- Be responsible for branding, design, and production of marketing material assets including production and distribution of Riverside Studios events brochure (actual or online tbc).
- Work with the programming team to ensure that publicity, press and marketing for hires of Riverside Studios is produced and distributed to a consistent standard, is factually correct and appropriately represents the organisation;
- Co-ordinate internal displays for cinema and theatre productions, external theatre display.
- Oversee Riverside Studios website and satellite websites, ensuring all information is current and accurately reflects the buildings current branding and activities.
- Ensure that all listings for events and productions are properly issued and carried by all forms of media output.
- Work with the Development Team to support Fundraising Strategy delivery of a membership scheme and events.

Audience Development

- Identify and devise campaigns to attract potential new audiences/groups for individual events and Riverside Studios as a whole.
- Assist in the development and implementation of strategies to increase the distinctiveness and differentiation of Riverside Studios artistic programme.
- Work with the whole team towards increasing diversity within the audience and to drive growth within new demographics which will be identified through regular surveying and analysis of the box office data.

Press

- Compile and maintain a comprehensive press database.
- Build and maintain strong relationships across all relevant media outlets.
- Act as primary press contact for Riverside Studios.

- Proactively drive coverage to promote Riverside Studios as a centre for excellence in arts and entertainment.
- Deal with general press enquiries and the issue of listings, press seats, press packs, information and photographic material in conjunction with external press officers.
- Assist with the organisation of press campaigns and press nights sometimes in conjunction with external press officers.
- Maintain departmental and production files, archives and press cuttings.

Database/Mailings

- Develop, maintain and grow Riverside Studios mailing list and databases.
- Co-ordinate and direct any mail campaigns with internal and external parties.
- Compile, write and collate imagery for all Riverside Studios e-list broadcasts.

Administrative Duties

- Ensure all financial, due diligence (in relation to Data Protection in particular) and contractual information is efficiently completed.
- Manage the marketing budget across the year with the support of the Finance Manager
- Attend team meetings and other internal meetings as required;
- All other duties as reasonably requested to contribute to the smooth running of Riverside Studios.

Managing Your Own Performance

- Pro-actively monitor and assess your own performance in order to successfully fulfil your job description and, where possible, exceed the Riverside Studios' standards.

Person Specification

The ideal candidate will be able to demonstrate the following skills, experience and qualities:

- Over 5 years' experience of marketing and communications in an arts organisation.
- An affinity for the mission, vision and work of Riverside Studios and a passion to help achieve its success.
- Strong commercial acumen.
- Ability to prioritise, organise own workload and work effectively in a busy and demanding environment.
- A positive attitude with a high level of self-motivation and ability to work using your own initiative.
- Ability to find quick and effective solutions to practical problems.
- Excellent communication skills, both written and oral, with a range of people and environments.
- Proven ability to work flexibly under pressure, to priorities and to meet deadlines and work within budget.
- Flexibility in relation to duties and working hours which will require evenings and weekends.
- Excellent time management.
- Excellent IT skills and knowledge of databases, experience of Red 61 and VIA would be an advantage.

Terms and Conditions

Salary:	£30,000 to £35,000 subject to experience.
Working Hours:	35 hours per week. The post holder will be required to work flexibly with regular evening and weekend work.
Holidays:	The annual leave entitlement is 25 days plus statutory holidays.
Pension Scheme:	Riverside Trust operates a stakeholder pension scheme to which the employer and employee both contribute
Probation:	Six months
Contract type:	Permanent
Equal Opportunities:	Riverside Trust supports the principle of equal opportunity in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, gender, marital status, disability, age, sexual orientation, or religious or political beliefs. To avoid discriminatory practice during the recruitment of new employees, selection for interview is based entirely on job related criteria. Riverside Studios complies with Equal Opportunities, Health & Safety, Personnel and other policies at all times.
Confidentiality:	To keep confidential the internal workings of the Trust.

Riverside Studios encourages attendance of performances with a discretionary allocation of complementary tickets to employees.

How to Apply

If you wish to apply for the position please see the Recruitment Timetable (below).

Please send:

- A comprehensive CV
- A covering letter (maximum two A4 sides) or two minutes of video describing your suitability for the position and specifically how your past experience matches the job description and person specification
- A completed equal opportunity form

Applicants should provide contact details for two references, we will seek your permission before making direct contact with any referees. Please note that it is likely we will seek to take up one reference for candidates progressing to second interview, prior to making an offer. All offers of employment will be subject to the receipt of satisfactory references. All applicants must be eligible to work within the UK.

Please submit your application by email with 'COMMUNICATIONS & MARKETING MANAGER' in the subject line to careers@riversidestudios.co.uk.

Closing Date	Sunday 16 June 2019
Interviews	Weeks of 10 and 17 June 2019