

FORCED ENTERTAINMENT

Thank you for your interest in the post of Marketing & Communication Manager at Forced Entertainment. This application pack includes information about the company and the Marketing & Communications Manager job opportunity, including terms & conditions

We are looking for a creative and passionate marketing professional to join the Forced Entertainment team as our next Marketing & Communications Manager. This is an exciting position that presents a rare opportunity to work for a unique and world-class experimental theatre company, whose work has broken ground and led the way consistently in the contemporary theatre scene for over 30 years.

The company's performance work tours extensively in the UK and internationally, and our voice is recognised as a distinctive one across the globe. We recently won theatre's largest prize - the International Ibsen Award - that honours exceptional contribution to the world of theatre. We are an artist-led organisation and industry figurehead, in which the management team works closely with the creative team to promote the company's objectives whilst also fostering an environment of nurture, ambition and individuality.

If you have a good level of marketing experience and are ready to step up and join 'Britain's most brilliant experimental theatre company' (Guardian), then we'd like to hear from you.

Marketing & Communications Manager role

The Marketing & Communications Manager role is to engage and develop audiences for all of Forced Entertainment's activities. You will work collaboratively and closely with a wide range of people locally, nationally and internationally to promote the unique profile of the Company - all from our base in Sheffield.

Forced Entertainment is an equal opportunities and inclusive employer. We welcome applications from everyone, and will consider job share and flexible working applications. All our appointments are based on merit.

Responsibilities of the post

1. Digital

- Lead on and develop our digital communications' strategy and manage digital platforms;
- Manage and develop Forced Entertainment's audience database, website and web designer relationship;
- Devise and implement communication plans for livestreaming and online projects;
- Monitor, evaluate and report on the effectiveness of plans and activity, including audience research and data analytics.

2. Touring

- Devise and implement effective marketing campaigns in collaboration with individual UK and international venues and festivals;
- Create content to contextualise Forced Entertainment's work for key target groups including information packs, short videos and other online resources;
- Co-ordinate production and distribution of marketing materials, both in-house and via external suppliers;
- Monitor, evaluate and report on the effectiveness of plans and activity, including audience research and data collection.

3. Communications

- Work collaboratively with Forced Entertainment's Press/PR Agency;
- Manage relationships with all partners and stakeholders to ensure that the work of the Company is

- appropriately represented;
 - Ensure brand consistency in the production of all digital content and marketing materials;
 - Regularly attend Forced Entertainment's performances and events.
4. Strategy
- Develop and implement an organisational marketing strategy in collaboration with Artistic Director, Executive Director and external consultant/s including the company's Press/PR Agency where appropriate;
 - Undertake specific additional project related activity where appropriate to facilitate organisational and professional development.

Person specification

You will have around two years experience of arts marketing and communications, with artists and/or arts organisation/s, in ways that align with the responsibilities summarised above and the skills' set outlined below.

1. Effective communication skills, including:
 - Writing for the digital environment;
 - Strong grammar and copy editing skills;
 - Good visual/graphic design sense.
2. Good level of digital literacy and understanding of digital media campaigns, with experience of:
 - Apple computers, Macintosh operating systems and Microsoft Office software;
 - Campaign Monitor or equivalent communication systems;
 - Social media platforms, Google Analytics;
 - Desktop design programmes (eg. Photoshop, Illustrator, InDesign); and
 - Audience Agency's Audience Finder and Show Stats.
3. Confident and professionally assertive, able to represent the Company to its audiences and stakeholders and to negotiate optimum outcomes.
4. Passion for the contemporary performance scene.
5. Well organised with strong administration skills, with the ability to prioritise a varied workload, taking care of the detail as well as the broader context and needs of their work.
6. Self-motivated showing initiative and ownership with the ability to work independently.
7. Actively participate in a team with sensitivity and flexibility
8. Willingness to undertake evening and weekend work as required which will, on occasion, involve travelling both domestically and internationally.

Application procedure

Please send your CV (max two pages), a letter of application (limited to two pages), our equality and diversity form and the contact details of two referees. The letter of application should clearly set out your suitability for the role in relation to the person and job specifications outlined in this pack, demonstrated by examples of your past experience.

The closing date for applications is 10am on Monday 8th May 2017

Email completed applications to fe@forcedentertainment.com

Interviews will be held on Tuesday 16th May 2017.

Terms & Conditions

Job title:	Marketing & Communications Manager.
Responsible to:	Executive Director.
Salary:	Up to £26,000 (depending on experience).
Probationary Period:	6 months from date of contract. During the probationary period, should either party wish to terminate the employment, one month's notice will be required on either side, except for summary termination for gross misconduct.
Period of Contract:	The post is offered on a permanent, full-time basis subject to successful completion of the probationary period.
Leave:	25 days annual leave plus statutory bank holidays.
Location:	The Marketing & Communications Manager is based at Forced Entertainment's office in Sheffield (Workstation, 15 Paternoster Row, Sheffield S1 2BX). The office is fully accessible to wheelchair users.
Hours:	Five days/week, 37.5 hours/week excluding breaks. Normal office hours are between 9am – 5.30pm. At particularly busy periods the Marketing & Communications Manager may be required to work longer hours than those designated, including evenings and weekends which may involve overnight stays. On those occasions no overtime will be paid but equivalent time off in lieu will be given. Touring conditions for travel, accommodation and per diem will be paid when working away from the company base.
Notice Period	Two months.
Pension	The Company will contribute 1% of your earnings to a pension scheme between the second and sixth months of your employment in line with pension regulations relating to auto enrolment. Following successful completion of the probationary period this will increase to 5% of earnings in line with Company policy.
Benefits:	Following successful completion of the probationary period the Marketing & Communications Manager will be entitled to join the company's healthcare benefit scheme.

About the company

Forced Entertainment is a Sheffield-based theatre company founded in 1984. Touring and presenting its ground breaking provocative performances across the UK, mainland Europe and further afield, the group has sustained a unique collaborative practice for more than thirty years.

Led by the artist and writer Tim Etchells, the Forced Entertainment company includes designer and performer Richard Lowdon alongside performers Robin Arthur, Claire Marshall, Cathy Naden and Terry O'Connor. Over the years this core ensemble has been augmented by contributions from many guest artists and performers.

Forced Entertainment's work explores and often explodes the conventions of genre, narrative and theatre itself, drawing influence not just from drama but from dance, performance art, music culture and popular forms such as cabaret and stand-up. The group operates at different scales, shifting from intimate two-performer works focused on text, to spectacular productions with large numbers of people onstage.

Exciting, challenging, entertaining and questioning their audiences, Forced Entertainment has been a key player in the development of a truly contemporary theatre language, and has inspired and influenced generations of UK, European and North American theatre makers.

Each of the group's original projects is developed through a deeply collaborative process that combines writing, improvisation, discussion and rehearsal. Their focus on creating an innovative theatre which addresses contemporary experience, issues and questions in a language born out of the times, has also grown organically to include gallery installations, site-specific pieces, books, photographic works and videos. The group has also created a series of improvised long durational works, lasting between 6 and 24 hours, which have played a significant part in their work since the early 90s. Live streams of these marathon performances have, since 2008, played an important role in disseminating the company's work and in building new approaches to dispersed, digital audiences.

The organisation has three main parts:

The Creative Team - six full time people

Robin Arthur, Tim Etchells (Artistic Director), Richard Lowdon (Designer), Claire Marshall, Cathy Naden, Terry O'Connor.

The Management Team – four full time and one part time

Hester Chillingworth (Creative Producer: Participation & Engagement), Eileen Evans (Executive Director), Jim Harrison (Production Manager), Natalie Simpson (Office Manager), Marketing & Communications Manager (vacant).

Board of Directors:

Frances Babbage, Deborah Chadbourn, Adrian Friedli, Martin Harvey, Annie Lloyd and Simon Shibli (Chair).

We also work with a range of regular artists and performers, such as:

John Avery (sound), Nigel Edwards (lighting design), Hugo Glendinning (photography and video), Elb Hall (technical), Phil Hayes (performer), Nicki Hobday (performer), Jerry Killick (performer), Bruno Roubicek (performer), John Rowley (performer).

Forced Entertainment is an Arts Council England National Portfolio Organisation.

Website www.forcedentertainment.com

The following works can be viewed as background information:

- *Uncertain Fragments Video Essay*
- *Ibsen Award 2016 Intro Film*
- *The Coming Storm Performance*
- *Tomorrow's Parties Performance*

Accessed by this link:

<https://vimeo.com/album/4488827>

Password: FEMM2017