

FORCED ENTERTAINMENT

MARKETING & COMMUNICATIONS MANAGER JOB PACK

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

Forced Entertainment is an equal opportunities and inclusive employer. We welcome applications from everyone, and will consider flexible working and job share applications. Applicants are requested to specify whether they wish to declare any disabilities, and whether there are any reasonable adjustments needed for them to attend an interview. All applicants who meet the essential criteria for the job will be interviewed and considered on their merits.

How to apply

Please send:

- Your CV (max 2 x A4 sides).
- A cover letter limited to two pages (max 4 x A4 sides). The letter 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.
- A completed equality and diversity form.
- The contact details of two referees.

The closing date for applications is 10am on Friday 29th March 2019.

Please note: Interviews will be held on Friday 12th April 2019, in Sheffield.

Email completed applications to fe@forcedentertainment.com

If you have any questions about this job opportunity please contact Eileen Evans, Executive Director

eileen@forcedentertainment.com

The role will start as soon as practical after Easter.

About Forced Entertainment

Forced Entertainment is a Sheffield-based theatre company founded in 1984. Touring and presenting their ground-breaking provocative performances across the UK, mainland Europe and further afield, the creative team of six people has sustained a unique collaborative practice for more than thirty years. Exciting and challenging their audiences, Forced Entertainment has been a key player in the development of a truly contemporary theatre language that has inspired and influenced generations of theatre makers in the UK and internationally.

502 Workstation
15 Paternoster Row
Sheffield, S1 2BX
T +44 (0)114 279 8977

forcedentertainment.com
Charity Number: 1049574
Company Number: 2170819
Vat Number: 457 8640 09

Each of the group's original projects is developed through a process that combines writing, improvisation, discussion and rehearsal. Their focus on creating an innovative theatre which, addresses contemporary experience, issues and questions 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 oeuvre since the early 90s. Live streams of these marathon performances over the last 10 years have helped disseminate the company's work and build new approaches to dispersed, digital audiences.

Our evolving strand of participation work is designed to; open up access and opportunities for people outside the context of the regular company, develop new ideas and pass on the ways of working and thinking that come from our practice. Across all our activity and specifically through our participation programme, we aim to broaden the reach and impact of our creative work, increase the diversity of our audiences and promote inclusion, equality and excellence.

Forced Entertainment personnel

Creative Team

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

Management Team

Eileen Evans (Executive Director), Imogen Ashby (Participation Producer), Jim Harrison (Production Manager), Natalie Simpson (Office Manager), Julia White (Marketing & Communications Manager, until 29th March 2019)

Board of Directors

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

Marketing & Communications Manager role

The Marketing & Communications Manager is a pivotal and long-established full-time role at Forced Entertainment that is dedicated to finding the best ways to engage and develop audiences for all of Forced Entertainment's activities. The role is its own department, and the post holder will manage a comprehensive range of functions, working collaboratively with a wide range of partners locally, nationally and internationally to promote the work and unique profile of the Company. If you are developing your career in arts marketing and have around two to three years of experience working in the field, this is an ideal opportunity to hone your skills and work with an internationally renowned contemporary theatre company.

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 help 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. Participation

- Devise and implement effective marketing campaigns for public facing participation events to audiences;
- Develop the participation section of the website including accessible content creation;
- Monitor, evaluate and report on the effectiveness of plans and activity, including audience research and data collection.

4. 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.

5. 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.

The Marketing & Communications Manager is the designated Data Protection Officer for Forced Entertainment.

Person specification

You will have around two to three 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 skill set outlined below.

1. Effective communication skills, including:
 - Writing for the digital environment;
 - Strong grammar and copy editing skills;
 - Good visual/graphic design sense;
 - Verbal reporting at board meetings.
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 achieve optimum outcomes.
4. Passion for contemporary performance and some knowledge of the scene.
5. Well-organised with strong administration skills and the ability to prioritise a varied workload, taking care of the detail as well as the broader context and needs of the company's 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.

Terms & Conditions

Job title	Marketing & Communications Manager.
Responsible to:	Executive Director.
Salary:	£24,000 - £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:	Full-time, permanent.
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). Our office base is fully accessible.

The post requires some evening and weekend working and travel, including occasional international travel. Full touring conditions will apply when working away from the company base.

Hours: 37.5 hours/week excluding breaks. Some flexible working and weekend working will be required. If additional hours are worked time off in lieu is applied, to be taken by arrangement with the Executive Director.

Notice Period: Two months.

Benefits: Forced Entertainment is compliant with the Auto Enrolment Pension Scheme in line with the Pensions Act 2008. Following successful completion of the probationary period the Marketing & Communications Manager will be entitled to the company's healthcare and pension benefits.

References: All offers of employment are subject to the receipt of satisfactory references.