



## **Job Description: Marketing and Fundraising Co-ordinator**

### **REPORTS TO:**

Marketing and Communications Director

### **CONTRACT TERMS:**

Full time, permanent. 40 hours a week

### **SALARY:**

£18,000

### **JOB CONTEXT:**

This is an exciting time of change and opportunity for the Live Theatre Winchester Trust with a new leadership team now in place.

The Live Winchester Theatre Trust incorporates the Theatre Royal Winchester and Hat Fair, an Outdoor Arts festival.

Activity includes a diverse year round multi art form professional programme, a vibrant community performance programme, 'Young Theatre Royal' and community outreach projects. It also includes Hat Fair's summer festival, associated winter festival - Woolly Hat Fair, and year round engagement projects.

The Marketing and Fundraising Co-ordinator will play a fundamental role within the Marketing team as the brand of the charity is developed and its profile is raised locally, nationally and internationally.

### **JOB PURPOSE:**

To provide essential support in delivering the Marketing and Fundraising strategies for the Live Theatre Winchester Trust. The primary functions of the role are to:

1. Collate marketing assets for brochures and programmes
2. Co-ordinate print distribution
3. Help maintain the charity's social media channels
4. Co-ordinate and administrate the Friends membership scheme and Corporate sponsors
5. Co-ordinate events
6. Provide administration support

## **Principal responsibilities**

### **Promotion and Press**

- Assist and take responsibility in the delivery of marketing campaigns
- Assist the Marketing and Communications Director with promotion to stakeholders, investors and audiences
- Actively participate in developing the marketing strategy

- Help maintain and input into marketing diary
- Help maintain media lists
- Collate media cuttings and send relevant coverage to producers

### **Distribution and Print**

- Co-ordinate distribution of marketing print and direct mail campaigns
- Co-ordinate mailing club volunteers
- Maintain marketing distribution lists and databases
- Collate assets for brochures including panto programme
- Proof promoters' marketing materials
- Take responsibility for print requisition
- Co-ordinate print display in areas of the theatre

### **Digital Marketing**

- Assist in updating websites
- Assist with social media channels - creating content as well as social listening and engagement
- Update external listing sites

### **Development**

- Administrate the Friends memberships scheme ensuring new and renewed friends are thanked and necessary collateral sent
- Source additional benefits for Friends memberships eg local discounts
- Ensure timely communications are sent to all Friends, including newsletters and ticket deals
- Administrate corporate sponsorship relationships eg renewal invoices and contracts
- Help to ensure that the organisation carries out its obligations to sponsors and recognises them in the appropriate way e.g. logos in brochure, sponsor boards in foyer etc
- Assist in maintaining the Development database and pipeline
- Send invitations for Development, Friends, Sponsors and Press events and manage guest lists
- Organise event logistics eg badges, refreshments etc

## **Administration**

- Take calls and messages for Marketing and Development team members
- Keep Marketing spend spreadsheet up to date
- Manage charity ticket requests

## **General**

- Champion the organisation's values and adhere to organisational policies and procedures
- Carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality
- Attend internal and external meetings, participate in training and other forms of staff development and be available to work at evenings, weekends and bank holidays when necessary
- Undertake any other duties reasonably requested
- Keep up to date with national audience development and arts marketing trends and best practice

## **Person Specification**

In addition to a commitment to the values, aims and objectives of Live Theatre Winchester Trust, you will be able to show evidence of the following against which we will assess your application:

### **Personal qualities**

- Passion for the arts
- Vision, imagination and creativity
- Excellent communication and interpersonal skills and an enthusiasm for communicating with people
- Strong persuasive skills and the confidence to sell ideas to others
- Drive, energy and a desire to own and deliver projects
- Ability to be self motivated and to work flexibly as part of a creative team
- Ability to work within tight deadlines and pay attention to detail
- Able to manage multiple priorities
- Prepared to work flexible hours

### **Essential Experience and skills**

- Experience of using digital communication channels including website and social media for business (Facebook, Twitter and Instagram)
- High level of accuracy and attention to detail and proof reading
- Highly organised

- First-rate copywriting and communication skills
- Ability to prioritise under pressure
- Experience in the production and distribution of print in an arts or cultural environment
- IT literate, with experience of Excel, Access, Google Analytics and web based databases and ability to interpret information
- Customer care experience

### **Desirable Experience and skills**

- At least 1 years marketing and communications experience within an arts or cultural environment
- Graphic Design skills and experience
- A recognised marketing qualification
- Experience of charitable fundraising
- Experience of working with ticketing and CRM systems
- A current network of relevant press, PR and cultural organisation contacts
- Full driving licence