

Streetwise Opera job pack: Marketing and Communications Manager

Streetwise Opera is an award-winning charity that uses music to help people make positive changes in their lives. Working with people who have experienced, or are at risk of, homelessness, we run workshop programmes across England, stage critically-acclaimed operas, and manage With One Voice, an international arts and homelessness movement.

We're now seeking a Marketing and Communications Manager to lead on and manage all of our marketing, digital and press activities, and increase engagement with participants, audiences, the media and the general public. This key role sits right at the heart of Streetwise Opera, working across our weekly workshop programme, opera productions and innovative international projects.

You will be well-organised, creative and an excellent communicator who is just as confident scheduling a tweet as speaking to a journalist or writing a marketing plan. No two days are the same in this busy and diverse job – it encompasses everything from designing posters and copywriting website content to recruiting participants for workshops, managing press interviews, acting as brand guardian and developing creative communications strategies.

As an employer, Streetwise Opera offers a wide range of benefits including excellent professional development and training opportunities, paid time off to volunteer, season ticket loans, childcare vouchers and an employer pension scheme. You'll also be joining a friendly, committed and supportive staff team and making a real difference in the lives of people who have experienced homelessness.

Salary: £26,000-£27,500

Location: central London

Hours: full time

Closing date: midnight, Sunday 10 September

Interviews: 15 September (first round) and 21 September (second round)

How to apply

Please send a completed application form to info@streetwiseopera.org by the closing date specified above. Application forms can be downloaded from www.streetwiseopera.org/work-with-us. Please note that CVs will not be accepted. If you have any queries or require the application form in a different format, email info@streetwiseopera.org or telephone 020 7730 9551.

Streetwise Opera is an inclusive organisation and actively promotes equality. We welcome applications from a wide range of candidates, particularly those who have experienced homelessness. Candidates with a lived experience of homelessness who can demonstrate that they meet the essential criteria in the person specification will be guaranteed a first round interview. Please ensure that you communicate this clearly in your application.

This post is funded by the National Lottery through the Big Lottery Fund.

Job Description and Personal Specification

Job title:	Marketing and Communications Manager
Location:	Central London
Responsible to:	Co-Executive Director
Days per week:	Full time

The main purpose of the Marketing and Communications Manager is to lead on and manage all marketing, digital and press activities to promote Streetwise Opera and With One Voice, and increase the charity's engagement with audiences, performers, the media and the general public.

The following job description reflects the present requirements of the post. As the post develops the job description will be reviewed and may be subject to amendment in consultation with the post holder.

Job Description

Marketing and digital

- Create, develop and implement the marketing and communications strategy for all of Streetwise Opera's activities
- Plan and implement specific marketing campaigns and to ensure productions, performances and events are well attended and increase Streetwise Opera's profile
- Manage and maintain Streetwise Opera's website, writing and editing content and commissioning blogs
- Manage and develop Streetwise Opera's social media channels (Facebook, Twitter, YouTube), regularly creating and posting content such as videos, photos, blogs, events and news articles
- Design flyers, posters and leaflets using Adobe InDesign or similar software, occasionally working with outside designers when necessary
- Produce production and event programmes, ensuring all performers and creative team are credited correctly
- Work with the Producer (International) to manage and maintain the With One Voice website and social media channels
- Maintain the Streetwise Opera brand, acting as 'brand guardian'
- Ensure that productions and events are photographed and/or filmed for marketing and documentary purposes and that they are made available via the website and social media
- Manage and maintain good relationships with, photographers, filmmakers, designers and printers to ensure delivery to deadlines, within budget and to the appropriate quality
- Develop and organise Streetwise Opera's e-newsletter and audience lists, ensuring implementation of the Data Protection Act
- Monitor and evaluate the effectiveness of all marketing and digital activities
- Work with marketing consultants when necessary to improve Streetwise Opera's brand, marketing systems, audience data etc

Audience development

- Undertake audience development activities to attract and maintain audiences for events and productions, as supporters of the charity and as workshop participants
- Monitor box office sales and attendance, gather and analyse audience data to inform current and future campaigns and strategies
- Be part of the planning and development of productions and events to ensure they will appeal to and develop our audiences

Communications and press

- Create and implement press plans for all Streetwise Opera's activities, both nationally and internationally

- Manage press enquiries and build an up-to-date press list with all relevant media including journalists, critics, listings and bloggers in the arts and homelessness fields
- Write and circulate press releases and follow-up with journalists
- Cultivate and manage relationships with journalists, meeting with them at key moments and invite them early to key events where relevant
- Keep Streetwise Opera's media guidelines up to date to ensure that performer privacy and dignity is respected at all times, and communicate these guidelines to interviewers and interviewees
- Support participants during media interviews
- Monitor media coverage, collect press cuttings and prepare media summary reports

Fundraising / income generation

- Working with the Co-Executive Director, set audience development and digital engagement targets for agreements with Arts Council England and other funders, and ensure these are met
- Support fundraising by publicising fundraising events and campaigns, generating ideas to increase support for the charity, and ensure supporters are acknowledged appropriately in all marketing materials, including digital communications
- Support the selling of artist training days and other training

Workshop programme

- Work with the Programme Producer to develop initiatives and strategies to recruit and retain participants in all strands of the workshop programme
- Create and distribute printed and online material (including website content and newsletters) specifically for participants
- Manage the design, writing, editing, production and distribution of all marketing materials for workshop programme activities including leaflets, programmes, posters, signage, etc
- Ensure Streetwise Opera's workshop programme marketing is well-represented in partner homeless centres
- Work with the Programme Producer and Regional Coordinators to develop the pool of homeless services and organisations (including tenancy support workers) locally and nationally receiving our publicity and communications

Management and administration

- Manage the marketing budgets, authorising expenditure, monitoring and reporting on expenditure
- Work with the General Manager to recruit new staff by promoting vacancies
- Keep up to date with current trends in marketing, digital, press, the homeless sector and arts industry

General

- Attend training and conferences relevant to the position
- Adhere to Streetwise Opera's core values: creativity, ambition, generosity, collaboration, always learning, fun, and staying true

Some travel outside London and overnight stays will be required.

Person Specification

	Essential	Desirable
Work Experience	<p>At least 3 years' experience working in marketing and/or communications</p> <p>Experience of press and PR</p> <p>Experience of marketing and/or communications in the arts or charity sector</p>	<p>Experience working in press or PR in the arts or charity sector</p>
Professional skills and experience	<p>Strong copywriting and proofreading skills for a variety of communication channels e.g. web, social media, press, newsletters</p> <p>Knowledge of social media and website management</p> <p>Design skills using Adobe InDesign or similar software</p> <p>Knowledge of national and regional media</p> <p>Excellent administrative skills and knowledge of all major office software programmes</p> <p>Experience of setting and managing budgets</p> <p>Knowledge of data protection</p>	<p>Experience of project management</p> <p>Skills in photography, photo-editing and/or video-editing</p> <p>Experience of databases</p>
Interpersonal skills	<p>An excellent communicator, both written and verbally</p> <p>Ability to take the initiative and work independently and as part of a team</p> <p>A friendly, approachable and confident manner</p>	<p>A creative approach</p>
Managerial skills	<p>Ability to work in a busy environment and manage a varied workload to meet deadlines</p>	
Education	<p>Educated to degree level or equivalent</p>	<p>Arts-specific or marketing qualification</p>
Other	<p>Interest in the arts</p> <p>Empathy with homeless and socially excluded people</p> <p>Ability to adhere to Streetwise Opera's core values</p>	<p>A lived experience of homelessness</p>

Additional information

Annual leave: 21 days per year plus time off between Christmas and New Year. 0.5 additional days leave are added for each year served (up to 10 years). All leave is pro rata for part-time staff.

Employee benefits: paid time off to volunteer, season ticket loans (for full-time staff only), workplace pension scheme, childcare vouchers, and professional development and training opportunities.