

JOB DESCRIPTION
Vacancy Ref: A3328

Title: Interim Marketing and Communications Officer (Parental Leave Cover)
Department: Lancaster Arts
Directly responsible to: Director
Grade: 6P
Dates of appointment: 4th May – 3rd September 2021

Contacts

Internal: LU Marketing & Communications, LU Students Union

External: Local Press, External Consultants and Box Office & Planning Supplier

Lancaster Arts: Where ideas, people and creativity connect

Lancaster Arts is a distinctive combined arts organisation in the North West of England and part of the National Portfolio of Arts Council England (NPO). We are based at the Lancaster University campus, and our venues include the Great Hall, Nuffield Theatre and Peter Scott Gallery as well as off campus. Lancaster Arts has an acclaimed reputation for the presentation, creation and development of innovative contemporary work and works within an Arts Strategy for the University that places art and creativity at the heart of the institution. We are proud of our artist development programme, which supports and features artists at all stages of their careers. We also develop and lead on bespoke projects that connect to overarching themes in our work and respond to regional and local needs.

We host a wide spectrum of events and participatory opportunities across theatre, dance, music, visual art, live art, circus, spoken word and comedy and work with partners locally, regionally and internationally. We are committed to working in close partnership with internal and external partners (e.g. Ruskin Library, local arts organisations) through delivering joint projects to realise our values and achieve our goals.

The Lancaster Arts team is committed to the development, production and presentation of artistic work of the highest calibre, ensuring that it reflects and speaks to the lives of our audiences, participants and artists. This commitment requires the whole team to be engaging with all stakeholders on a regular basis to enable a relevant and responsive programme and engage with artistic work across the region. We are keen to ensure a broad range of public access points are provided throughout our work. All team members are advocates for Lancaster Arts and how the arts and higher education can work together seamlessly for the benefit of society and the values that working in the arts brings to other disciplines, public services and civic agendas. Although roles in the organisation fall into primary functions such as administrative, managerial, operational and artistic, all members of the team integrate all of these aspects into their own specific roles, bringing initiative, leadership and creativity into the ways we work together.

PURPOSE OF POST

The Interim Marketing and Communications Manager will manage and maintain the Lancaster Arts communication strategy and brand visibility to the widest possible audience on campus, locally, regionally, nationally and internationally. Marketing will align with the current practices of the Communications and Marketing Manager. The role will require skills in pivoting a live season into a digital one, if necessary. Working with the whole team and external consultants, you will bring your

insights, ideas, passion and expertise within the arts to help inform a new and exciting audience strategy for LA for our future.

MAJOR DUTIES

- Develop and implement specific event marketing plans for Lancaster Arts events during April – July 2021.
- Work closely with the SLT and external consultants on developing an audience strategy for our next strategic plan and NPO bid.
- Evaluate our range of memberships, in conjunction with an external consultant and the Director, ahead of relaunching the schemes for our 21/22 season.
- Lead on the collation of material and assets for our Autumn 21 brochure. Liaise with external designers and printers to complete and sign off the design and publication before the end of this contract.
- Support and Line Manage Marketing Student Placement(s).
- Update our Box Office system Patronbase, with event information and monitor sales.
- Design and distribute in-house publicity material both physical and digital (including regular promotional emails).
- Write and distribute regular press releases and monitor and document press coverage.
- Liaise with the University Press Office, the University's Marketing and Communication departments and the Students' Union.
- Update and maintain Lancaster Arts' website and related social media channels.
- Work closely with colleagues to capture data and feedback from audiences and lead on maximising the marketing capabilities of our computerised box office system.
- Extract information from our box office system to create targeted segmented communications to all customers.
- Be a champion for the Creative Case for Diversity and assist in the implementation of appropriate policies to ensure that LA is employing best practice through a proactive approach to equality, diversity and inclusion.

Financial and Management

- Closely monitor sales on a weekly basis and develop strategic promotions or events to promote particular strands of activity
- Identify, delegate and manage tasks suitable for temporary staff and volunteers.
- Play an active role in regular team and communications meetings.

General

- Engage/ see/ participate in a selection of Lancaster Arts programming (ticketed shows, commissions, etc) as part of general team support.
- Undertake any professional development or other duties commensurate with the grade and as reasonably requested by the Director/ Senior Leadership Team.
- Assist in the implementation of appropriate policies to ensure that LA is employing best practice through a proactive approach to equality, diversity and inclusion.