



**Marketing & Communications Officer  
Applicant Information Pack**

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**9<sup>th</sup> July 2021**

## Introduction / How to Apply

Thank you for your interest in the role of **Marketing & Communications Officer** at Arts at the Mill CIC T/A The Old Courts. You will find information about the role and the person specification in the following pages. Before you fill out an online application form, please read the information included here.

Please use apply here: <https://employers.indeed.com/j/view-job?id=9275aa887aa53a05260d#jobs>

All applications must be submitted by **Friday 23<sup>rd</sup> July**. Successful shortlisted applicants will be invited to attend an interview on **Tuesday 3<sup>rd</sup> August**. We can provide a BSL interpreter if required.

If you would like further information, support with access requirements or an informal chat about the post please contact us by email at [davenport@theoldcourts.com](mailto:davenport@theoldcourts.com)

We look forward to receiving your application.

People Team  
Arts at the Mill CIC

## **About the Old Courts**

The Old Courts is all about changing perceptions. Our mission is to create, engage and inspire by supporting ideas and hard work, providing cultural opportunities, and investing in Wigan and its people.

Wigan is a place where world-class culture thrives.

## **Our Artistic Vision**

We understand the incredible importance of the Arts – not simply for entertainment, but as the fundamental threads in the fabric of everyday life.

The Arts should not be exclusive to the well-travelled nor a social tool for privileged circles. The Arts are what bond communities and bridge differences with the only true global language, expression.

At The Old Courts, our work is designed to introduce the arts into the lives of the people of Wigan and beyond and to enhance the experience of those who are engaged.

We are driven to CREATE a vibrant, supportive, risk-taking and strategic environment for artists to ENGAGE new and existing audiences and disconnected communities who we will help to INSPIRE change with unrivalled ambition.

## **What we do**

### **Artist Development**

We are fully committed to using our resource as a tool to further the progress of artists. Since first opening our doors we have played a part in the development of artists in many different ways. We have encountered raw talent from individuals seeking opportunity with little or no knowledge of how to find it and we have been approached by established performers who required support in networking or bid-writing. Whatever the ask, whatever the experience and whatever the artist is trying to achieve, we take pride in our ability to unlock potential and play a key role in development. The future of the arts is being forged as we speak. For arts and culture to play an increasingly important role in everyday life, time, experience, knowledge and dedication will always be needed from organisations like ours and we will continue to provide it.

### **Producing**

We have a strong track-record in producing work for artists. A combination of in-house talent, facility and our wider network across The UK allows us to develop embryonic projects into touring, sustainable work. We understand the distance that can exist between a brilliant script and the stage but our ability to aid and structure the research, development and production of work allows work to be made entirely on site.

### **Community Work**

Our surroundings play a fundamental role in everything we do. We are very proud to be from Wigan and based in Wigan and we appreciate how our organisation has been embraced by those who we live and work amongst. As such, we get great satisfaction from the many community projects we run. We have a community programme filled with meet-ups, social opportunities, upskilling, entertainment and more. The Old Courts is a place where anyone is welcome and it is fair to say that what we do is of significant value to a host of local groups and individuals

### **Co-Creation**

We are developing several co-created projects which will bring artists to Wigan to make work with talent from our borough. One such project is 'Moving Roots' which involves theatre producers from partner organisations from around The UK in London, Cardiff, Peterborough and Medway. As a member of this consortium and working with a theatre maker from Manchester, we are creating a show right here in Wigan with local talent to provide a platform for both performers in the town and the culture of the town itself.

### **Live Events**

Since day one, a significant part of what we do centres around live events. Gigs, dance shows, theatre shows, exhibitions, film screenings, sector conferences, audience events and seminars provide artists and the public with the maximum number of entry points to the arts.

## **Working at the Old Courts**

The Old Courts main office space is based inside the former County Court offices on Crawford Street, in Wigan Town Centre. We have a vibrant mix of individual offices and open plan co-working space with a selection of accessible meeting spaces.

The role will involve regular meetings, communicating via phone/video, email and in person and using a computer for several hours across the day. Some evening and weekend working may be required as part of this role, such as to attend season launch events. Attending performances, events and being part of the creative life of the organisation is part of everyone's role at the Old Courts.

The Old Courts is a busy organisation and has around 60 members of staff. Usual office hours are 10am-6pm and we offer flexible working where possible.

## The Role

**Responsible to:** Head of Marketing & Communications

**Responsible for:** Marketing, Communications & Audience Development

**Main Roles and Responsibilities include the below and carrying out any additional responsibilities as required by your Director or by the leadership team of Arts at the Mill CIC.**

To support the Marketing & Communications team to achieve ambitious targets for audience growth and income. To execute marketing, communications and audience development campaigns for all our organisations.

Outlined below are a number of standard duties that this job role entails:

Main duties	<ul style="list-style-type: none"> <li>Support the Marketing &amp; Communications team in delivering marketing, communications and audience development strategies and plans.</li> </ul>
	<ul style="list-style-type: none"> <li>Assist with audience specific copy for advertising, print, social media, website and direct marketing.</li> </ul>
	<ul style="list-style-type: none"> <li>Write and distribute press releases.</li> </ul>
	<ul style="list-style-type: none"> <li>Organise and attend photo calls, press and season launch events.</li> </ul>
	<ul style="list-style-type: none"> <li>Devise &amp; co-ordinate marketing campaigns as required.</li> </ul>
	<ul style="list-style-type: none"> <li>Manage advertising campaigns from media buying, content creation to supply and evaluation.</li> </ul>
	<ul style="list-style-type: none"> <li>Manage print projects such as programme and brochures liaising with designers, printers and distribution companies.</li> </ul>
	<ul style="list-style-type: none"> <li>Ensure the display of marketing materials around AATM's venues and in affiliate partner sites.</li> </ul>
	<ul style="list-style-type: none"> <li>Work with the Head of Marketing &amp; Communications and Digital Communications Manager to generate ideas, promotions and content for the social media channels and campaigns.</li> </ul>
	<ul style="list-style-type: none"> <li>Working with the Digital Communications Manager to support the administration aspect of the memberships, ticket sales, social media, the website.</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide marketing support to other departments and organisation projects.</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide reporting and analysis on sales.</li> </ul>
	<ul style="list-style-type: none"> <li>• Liaise with visiting musicians, theatre companies, artists, film distributors and other relevant stakeholders to maximize opportunities and creative joint marketing campaigns and activity.</li> </ul>
	<ul style="list-style-type: none"> <li>• Promote AATM face to face at external events, to generate leads and build relationships with community and group organisers.</li> </ul>
	<ul style="list-style-type: none"> <li>• Assist with the collection and management of audience data and research.</li> </ul>
	<ul style="list-style-type: none"> <li>• Carry out additional duties as deemed appropriate by the Head of Marketing &amp; Communications and the Digital Communications Manager.</li> </ul>

### Person Specification

<p><b>Essential</b></p> <p>Skills &amp; abilities:</p> <ul style="list-style-type: none"> <li>• Marketing and communications experience.</li> <li>• Strong IT skills.</li> <li>• Copy writing and proof reading.</li> <li>• Experience of working with data.</li> <li>• Experience of liaising with designers, printers and other stakeholders.</li> <li>• Ability to communicate well across a variety of platforms.</li> <li>• Attention to detail.</li> <li>• Ability to manage a varied workload in a fast-paced workplace.</li> </ul> <p>Values:</p> <ul style="list-style-type: none"> <li>• Enthusiastic</li> <li>• Positive</li> <li>• Proactive</li> </ul>
<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Basic design skills.</li> <li>• Driving license and access to a car.</li> <li>• Experience of working in the arts and culture sector.</li> </ul>





## Terms & Conditions

**Salary:** £19,000 gross per annum, depending on experience

**Hours:** 37.5 hours per week, excluding a daily one-hour lunch break.

This role is 5 days a week Monday-Friday; usual office hours are 10am-6pm. We offer flexible working where possible.

Occasional evening and weekend work may be required. All staff at The Old Courts are expected to attend performances and be a part of the artistic life of the organisation.

**Overtime:** No overtime payments.

**Annual Leave:** 25 Days + Statutory Holidays

**Probation period:** 6 months, with a 3 month review

**Notice period:** 1 Month

**Contract Period:** Permanent

**Workplace Pension Scheme:** Arts at the Mill CIC pension scheme is provided by True Potential

**Staff Benefits** Complimentary tickets for performances at The Old Courts (subject to availability and staff ticket policy)

Cycle to Work Scheme

Discount on drinks and meals in café and bars (subject to discount policy)