

Magnetic North's key marketing aim

- To position the company as a key provider of artist development and support opportunities and as a key producer of quality touring work - with artists, funders, other organisations and academic institutions in Scotland, the UK and internationally.

Context

Magnetic North both produces and tours theatre and runs a comprehensive programme of development opportunities for artists. The work that we produce is usually initiated and then developed as part of our artist development programmes. We want to encourage stakeholders to understand our work as a single (though multifaceted) entity, rather than seeing us as a touring theatre company which also runs some development workshops. And we have a show - *Our Fathers* - on the road this autumn, which we want to encourage people to see!

You will be working closely with Magnetic North's artistic director Nicholas Bone and producer Verity Leigh. Magnetic North is a project funded company and we both work part-time, with an office base at Summerhall in Edinburgh. The scope of the post is fairly wide, including both planning / strategy and practical delivery – as is the case for both of us in our roles in a small independent company.

Aims of this post

- To work with the Artistic Director and the Producer to contribute to our key marketing aim above.
- To work with venues on tour to generate audiences for *Our Fathers*.

Tasks

- To create, working with the Artistic Director and Producer and with touring venues, a marketing strategy and associated campaign for *Our Fathers*.
- To deliver the marketing campaign for *Our Fathers* including
 - Attending (physically or virtually) meetings with tour venues
 - Overseeing the design, print and distribution of marketing materials (print and online)
 - Managing the marketing budget in collaboration with the Producer
 - Develop and deliver social media and online marketing strategy
 - Developing and promotion of digital content including trailers and photo shoots
 - Liaison with press consultant
 - Liaison with tour venues
 - Co-ordinating and marketing accessible performances for access audiences.
- To contribute to the marketing and engagement strategy section of Magnetic North's three year plan (2018-2021)
- Informed by this strategy, to manage Magnetic North's ongoing digital marketing campaigns to deliver key messages to stakeholders and develop engagement. We currently aim to communicate via:
 - Email newsletter once a quarter
 - Website news post once a month

- Facebook post once or twice a week
- Tweet 1-3/week or as required

Person Specification

- Experience of marketing independent theatre/performance
- Able and willing to both strategise and implement marketing plans – to contribute at a strategic level as part of our small team, and also practically to deliver tasks
- Excellent copywriting skills
- Excellent proof-reading skills
- Experience of commissioning and producing print
- Understanding of and commitment to promoting access performances
- Experience in contributing to web sites, creating content and securing public engagement
- Experience in the professional use of social networking sites
- Knowledge of touring theatre
- Knowledge of theatre scene in Scotland
- Knowledge of artist development work

Time and Money

We are looking for someone to work an average of 2 days/month from March – Dec 2017 at a rate of £135/day, with scope for some extra days at busy times.

How to apply

Please send us a CV and 2 pages of A4 setting out how you meet the person specification and how you would approach the role.

Email it to verity@magneticnorth.org.uk by 9am on Friday 3 March.

T&C

This is a freelance role and you will be responsible for your own tax and NI payments. You will invoice Magnetic North monthly in arrears for days worked each month. You will set your own hours and place of work, but agree a work plan with key tasks with us, including time to check in with us at least once a month. You are welcome to work from the Magnetic North office at Summerhall in Edinburgh, and we would encourage you to do so when you can. We will review the post with you after 3 months.