JOB DESCRIPTION

Marketing Officer

Drunken chorus are recruiting for the role of Marketing Officer, to join the team for 2 days per week.

Access information:

Information about this opportunity is available in **easy-read** and **audio** formats via the buttons on the web page (CLICK HERE). Applications can be made using a number of options, including online, via email, large print form, and with support via Zoom (see below). A **BSL video** of this information will be uploaded shortly.

Drunken Chorus

Drunken Chorus is a charity and theatre company (Charity number: 1161841). We make accessible events, such as our festival **A Bit Of A Do**. We run creative workshops for learning disabled and autistic adults, and support artists who are deaf, visually impaired and/or disabled. We also make and tour performances, and support emerging artists to create new work.

In 2022 we embarked on an ambitious period of development and growth, with the aims of expanding our annual festival, artist support and workshop programmes, and creating a core team of staff to support this activity. This growth will continue in 2023, with our involvement in Croydon's **London Borough of Culture** programme, for which we have also been asked to deliver a second major festival, in addition to A Bit Of A Do.

This year will be an exciting period for the organisation, and an opportunity to reach bigger and more diverse audiences than ever before. We are therefore looking for an ambitious and creative **Marketing Officer** to join us on this new adventure.

Since 2017 we have produced an accessible festival in Croydon. The programme features theatre, dance and cabaret by disabled and non-disabled artists, with workshops and talks. Originally a three-day festival over one weekend, A Bit Of A Do has grown to become a two-week multi-venue festival, including performances, digital work and discussions, as well as workshops and outreach with the local community.

In 2023 we aim to significantly increase the reach of A Bit Of A Do festival, as well as attract diverse audiences for the additional festival as part of Borough of Culture. We are looking for a new member of our core team, to

help us achieve these aims, alongside developing audiences and participants across our other work for years to come.

The ideal candidate will be familiar with our work, and passionate about the arts, access and inclusion. They will have strong experience in delivering marketing activity – both on a local / community level, and to wider audiences (i.e. wider London audiences, as well as the rest of the UK).

Key Duties:

- Develop and deliver a two-year Marketing Plan, with an emphasis on festivals, community engagement and diverse audiences;
- Manage community partnerships that can help grow local audiences and engagement;
- Research and develop opportunities and ideas for developing audiences;
- Use own initiative to improve our reach;
- Work collaboratively and creatively with the wider team (Outreach & Participation, Access) on specific marketing initiatives to engage with local groups and specific communities;
- Managing all marketing activity for both festivals – including: contact with artists and venues; marketing copy and images; digital and social marketing / content; website listings; print and digital assets; PR / press releases;

- Oversee digital / social media and website;
- Manage box office and ticketing for both festivals;
- Attend weekly team briefings;
- Liaise with Access Officer to ensure marketing material is accessible;
- Liaise with Outreach Officer regarding community engagement;
- Work with company Directors to secure small-scale sponsors;
- Work with company Directors to plan small-scale donation campaign;
- Plan and deliver marketing activity for our wider programme (workshops, artist support, participation).

EXPERIENCE / ATTRIBUTES

We are looking for a key team player, who will become a core member of the company, and who is willing to engage with all aspects of our work. The ideal person will be highly motivated, with the ability and experience to plan and deliver their own work.

We are particularly keen to hear from applicants who:

- Live in, or close to, the London Borough of Croydon
- Have lived experience of disability

Essential Skills & Experience

- Minimum 3 years’ experience working in a relevant role within the arts (e.g. Marketing, Community Engagement, Outreach)
- Experience creating and delivering dynamic marketing plans
- Experience creating PR strategies and securing press coverage
- Experience creating press content
- Strong knowledge of national, local and arts media (digital and print)
- Experience with social media campaigns
- Experience with websites / content management
- Warm and friendly approach to a wide range of people
- Reliable and punctual
- Strong interpersonal skills
- Excellent communication skills

Desirable Skills & Experience

- Experience promoting digital / online work
- Experience with marketing activity for arts festivals
- Experience with marketing activity for accessible / inclusive / disability arts
- Existing press contacts (digital and print, national)
- Experience creating media content (e.g. images, video, text)
- Current DBS check

- Safeguarding Training
- Experience promoting events to Deaf and Hard of Hearing, and/or visually impaired audiences
- Experience promoting events to adults with learning disabilities

Key dates:

27 March: Application deadline

w/c 3 April: Interviews

Mid-April: Start date

Early September: Additional Major Festival

Late October: A Bit of A Do Festival

Fee: £150 day rate. 2 day per week. 12 month fixed-term contract, to be reviewed at 6 months. (Potential to extend).

Hours of Work: Flexible, with a fixed 30-minute weekly meeting.

Place of Work: Remote / from home. Online meetings. Local / Croydon-based marketing required in lead up to both festivals. Presence in Croydon throughout both festivals.

Payment: Upon receipt of invoices. Payment schedule negotiable.

How to apply:

There are three ways you can apply for this opportunity. Please choose the method which works best for you and any access needs you may have.

1. **Via Google Form** – CLICK HERE to fill in the online form. This will automatically save your progress as you go along. You will need to be logged into your gmail account to submit it.

2. **Via email** – CLICK HERE to download the application form in word format. CLICK HERE to download it in large print. Fill out the form and email it to sheena@drunkenchorus.co.uk with '**APPLICATION: Marketing Officer** in the subject line.

3. **3. Via Zoom** - If neither of the above are accessible to you, you can book a Zoom meeting with our Access Officer, Lila, who will support you

to complete the form. If you need a BSL interpreter to support you, this can also be arranged. To book a Zoom meeting CLICK HERE and fill out the **FORM** or email access@drunkenchorus.co.uk with **APPLICATION SUPPORT** in the subject line.

Deadline: Midday, Monday 27 March 2023

Drunken Chorus is currently supported by **Arts Council England**, **Garfield Weston Foundation, Foyle Foundation**, **City Bridge Trust, Didymus, Barchester Charitable Foundation, Souter Charitable Trust, Woodroffe Benton, Woodroffe Benton Foundation,** and **The Edward Gostling Foundation.**