JOB DESCRIPTION

Marketing Officer

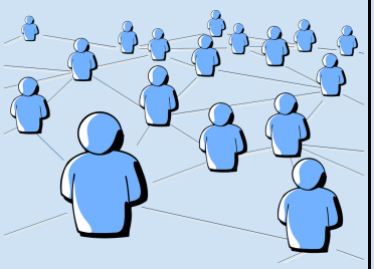
Drunken chorus are recruiting for the role of Marketing Officer, to join the team for 2 days per week.

Access Information: on our website information about this job is also given in:

Audio format	
Large-print format	
BSL video (coming soon)	
Zoom meeting (more information below)	zoom

About 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**, which started in 2017.	
We support artists who are **deaf, visually impaired and/or disabled or neurodiverse.**	
We also make and tour performances, and support **new artists** to create work.	
In 2022 we started to **grow** and **expand** our work.	

We need a **core team** of staff to support this activity	
In 2023 we are delivering a second major **Festival** as part of Croydon's **London Borough of Culture** programme	
We want to reach **bigger** and **more diverse audiences** than ever before	
We are looking for an ambitious and creative **Marketing Officer** to help us do this	

The ideal person for this job will be:

- Familiar with our work
- Passionate about the arts, access and inclusion.
- 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 a focus on our two festivals
Manage community relationships that can help grow local audiences and engagement
Research and develop ideas for developing audiences
Use own ideas to improve our reach to audiences
Work with the other team members on specific marketing projects to engage with local groups and communities
Managing all marketing for both festivals, including: - Contact with artists and venues - Marketing writing and images - Digital and social marketing - Website listings - Print and digital marketing items - PR and press releases
Manage digital and social media and website
Manage box office and ticketing for both festivals
Attend weekly team briefings
Work with Access Officer to make sure marketing material is accessible
Work with Outreach Officer on 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 and 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:

At least 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 on time
Strong skills working with other people
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 marketing events to Deaf and Hard of Hearing, and/or visually impaired audiences
Experience marketing events to adults with learning disabilities

Important dates:	
Application deadline	Monday 27 March 2023
Interviews	Week beginning 3rd April
Start date	Mid-April 2023
Additional Major Festival	Early September 2023
A Bit Of A Do Festival	Late October 2023

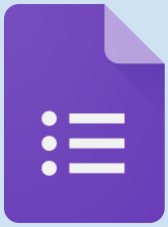
Key details:

Fee: £150 per day	
2 days per week	

1 year fixed-term contract (reviewed at 6 months)	
Flexible working hours, with a fixed 30 minute weekly meeting	
Place of work: working from home. Online meetings.	
Croydon-based marketing required in lead up to both festivals. Presence in Croydon throughout both festivals.	
Payment: when invoices are received. Payment schedule open to discussion.	

How to apply:

There are **three ways** you can apply for this job:

1. Google form - **Click here** to fill in the online form. - You will need to be logged into your gmail account to do this.	
2. Email - **Click here** to download the form in **word format**. - **Click here** to download the form in **large print**. - Fill out the form and email it to **sheena@drunkenchorus.co.uk** with '**APPLICATION: Marketing Officer** in the subject line.	
3. Zoom - If you need support filling out your application, you can book a Zoom Meeting with our Access Officer, Lila - Tell us if you need a BSL interpreter - 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.	

Remember:

Send your application by **12 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.**