



# BORDER CROSSINGS

## MARKETING AND SOCIAL MEDIA MANAGER

### Job Description

#### Background

Border Crossings has created intercultural theatre to defend peace, justice, freedom of expression, gender equality and human rights since 1995. Our work affects real transformations in people's lives. We tackle difficult issues, challenging prejudices by providing engagement and education opportunities to communities who have been marginalised.

Our professional theatre and community engagement work go hand in hand: the professional productions give exposure to stories that are rarely told, and our long lasting relationships with grass roots communities steer, inform and feed our artistic vision, which pushes for change and equality for all. Since 2022, our work has been framed by THE SLIGO MANIFESTO, issued jointly by our UK and Irish companies.

Border Crossings' work has three key strands:

#### 1. INTERCULTURAL THEATRE PRODUCTIONS

We create new, multi-lingual, multi-disciplinary performances in collaboration with artists from different countries and different cultures. Our productions open up spaces for the expression of different viewpoints, ideas and voices. They draw off a broad range of cultural traditions and innovations, shedding new light on the complex relationships generated by the globalised world.

#### 2. COMMUNITY ENGAGEMENT, PARTICIPATION AND LEARNING

We work directly with a broad range of communities across the world, and particularly in the UK. We have worked with unaccompanied refugee children, with students in China and the West Bank, with Muslim women and Roma in London, with young theatre-makers in Botswana. Our community engagement work is like our professional work: it does not instruct, but rather empowers the participants. There is a real dialogue between workshops at a grass roots level and performances on our professional stage: by working closely with and in diverse communities, we can vouch for the authenticity of what we perform.

#### 3. FESTIVALS

We curate and produce the ORIGINS Festival - a gathering of Indigenous artists from around the world in London. Through performance, film, ceremony, debate, food and workshops, ORIGINS opens a dialogue between the First Nations of the planet and the city from which their lands were once colonised. As with all our work, there is an active, dynamic exchange between artists from wildly different backgrounds and a broad range of communities.

During November 2024, Border Crossings will present THE MOUTH OF THE GODS: our first project to combine all three of these strands!

## Job Purpose

The Marketing and Social Media Manager will be responsible for all marketing initiatives for Border Crossings. In close collaboration with the Artistic Director and PR Consultants they will develop the marketing strategy, as well as plan and manage the execution of marketing and social media activities.

This is a freelance role, working remotely for one day a week equivalent. The monthly fee is £650.

## Responsibilities

- Develop and manage a marketing strategy for the organisation and its projects
- Manage content marketing strategy, including production and facilitation of production of content by staff, performers, partners, board members, for various marketing channels, including blog, newsletter, social media, brochures, flyers, videos
- Manage social media presence and social media content distribution
- Create and send regular newsletters
- Work closely with PR Consultants to ensure that PR coverage is distributed via social media, newsletter, blog in a timely manner
- Manage partner marketing activities in collaboration with marketing teams at event venues, donors, partner organisations, and other external stakeholders
- Manage paid online marketing with a focus on Google Adwords and social media
- Develop and manage an influencer marketing strategy
- Research and propose new opportunities for marketing activities

## Requirements

- Demonstrable experience in the creation and delivery of marketing campaigns and activities in the arts/cultural sector
- Excellent knowledge of digital platforms, technologies and trends
- A strong understanding and experience in online marketing, as well as digital monitoring and analysis (e.g. Google Analytics)
- Organisational and project management skills (ability to juggle multiple tasks and prioritise accordingly)
- Experience in creation of digital content including graphics, film, photography and articles
- Excellent communication skills, both oral and written
- The ability to think imaginatively to generate new ideas and solve problems on small budgets
- A great eye for detail and exemplary proofreading skills
- Self-motivated with a positive attitude and ability to work independently
- Have an understanding or previous experience of using website content management services

## To Apply

Please send a CV and covering letter, explaining your interest in and suitability for the role, to [michael@bordercrossings.org.uk](mailto:michael@bordercrossings.org.uk)

Closing date for applications: 9th August 5pm

Interviews will be held online on 19th / 20th August