

BORDER CROSSINGS

MARKETING MANAGER – THE GREAT EXPERIMENT

Background

Border Crossings produces invigorating, provocative, intercultural theatre. Our projects are inspired by sustained engagement with diverse communities, young people & international exchange. Over two decades, we have worked with artists from more than twenty countries; toured across four continents; engaged audiences & communities from Chinese to Maori, refugee to Roma; & founded the UK's only Festival of indigenous cultures.

THE GREAT EXPERIMENT is a new, devised production responding to the history of indentured labour migration, with particular relevance to Mauritius. The tour, from February 6-29, combines venues where we will target audiences from communities with a history of indenture with venues that can enhance and develop the artistic, socially relevant reputation of the company in the longer term, as well as its growing reputation for theatre that animates heritage spaces. The project includes heritage-based collection days and talks, as well as the performances. It is a key aspect of our long-term strategy that Border Crossings should be recognised not only for its work in relation to diverse communities, but also for artistic innovation, socio-political relevance, and the exceptional quality of its productions.

Marketing Manager Job Description:

The Marketing Manager will be responsible for all marketing initiatives for THE GREAT EXPERIMENT. In close collaboration with the Artistic Director, the Outreach and Audience Development Officer and the PR Manager, they will develop the marketing strategy, as well as plan and manage the execution of all activities.

Responsibilities:

- Working from the existing Marketing and Audience Development Plan, develop detailed plans for all marketing channels for the project
- 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 the PR Manager to ensure that PR coverage is distributed via social media, newsletter, blog in a timely manner
- Work closely with the Outreach and Audience Development Officer and the Associate Director to engage new audiences from specifically targeted community groups, and to publicise relevant community and education events.

- Manage partner marketing activities in collaboration with marketing teams at tour venues, donors, partner organisations, other external stakeholders and community groups
- Manage paid online marketing with a focus on social media channels
- Develop and manage an influencer marketing strategy
- Research and propose new opportunities for marketing activities

Fee: £3,000

This is a freelance opportunity

www.bordercrossings.org.uk