



Hello,

Thank you for your interest in the role of Communications Manager at The Yard Theatre.

Please read all the information provided in this pack. To apply, please fill in this [google form](#) with a completed [application form](#). Please do not submit a CV.

If you have any questions about the role, or if you require the forms in a different format, please don't hesitate to contact us at recruitment@theyardtheatre.co.uk or by calling 020 3111 0570.

Applications must be received no later than **4pm on Wednesday 1st April 2020**.

Interviews will take place on Monday 6th April.

We look forward to reading your application.

Warm wishes,

Sam Hansford
Executive Director

ABOUT THE YARD

In 2011 a group of volunteers, led by Jay Miller, converted a disused warehouse in Hackney Wick into a theatre, bar and kitchen. We called it The Yard. Due to be here for 3 months, The Yard is now a vital part of the UK's cultural landscape, and joined Arts Council England's National Portfolio in 2018.

Theatre

The Yard is a place for explosive new theatre. The work we present on our stage communicates stories and ideas from the edges of our society. It bridges the worlds of classical theatre, and newer forms of live performance. It reaches an audience which is 70% under 35. Over recent years The Yard has produced a wide range of highly-acclaimed shows, from *This Beautiful Future* (★★★★ "Mesmerising" - The Stage) to *Buggy Baby* (★★★★ "Extraordinary" - Whatsonstage). We have co-produced with some of the most exciting companies making work right now, like Rash Dash's take on Chekhov's *Three Sisters* (★★★★ "Gloriously playful" - The Guardian) and Pecs Drag Kings exploration of sex and masculinity in *Sex Sex Men Men*. And most recently we have started making shows with canonical texts - *The Crucible* (★★★★ "Without doubt, the finest production of *The Crucible* I have ever seen" - Evening Standard).

"In London's Hackney Wick, The Yard glimmers with new life."
Susannah Clapp, The Observer

We also identify and support artists who have a voice we haven't heard before, enabling them to make outstanding new work. As a result, we have launched the careers of a number of artists who have gone on to be a major influence in wider culture, from dance company Project O (*Voodoo*, Sadler's Wells), to writer/performer Michaela Coel (*Chewing Gum*, Channel4), to writer/director Alex Zeldin (*Love*, National Theatre). We offer a range of platforms and opportunities for artists, from open submissions for new artists, to our annual NOW festival, to 5+ week runs of productions which make a national impact.

Music and Events

The Yard is one of London's most exciting venues for experiencing music. We provide a safe, welcoming space for parties that are organised by and for under-represented groups in London's music scene. Working with both internationally-renowned and new collectives, we host over 100 music events each year which fill our bar with people dancing.

"Hackney Wick's current go-to spot" Time Out

We're proud to host and support a diverse range of promoters, parties, and organisations, including Inferno, Beauty & The Beat, Knickerbocker, Pride of Arabia, Brainchild, inner u, BBC AZN Network and more. Alongside our late-night music programme, we also host a range of events and hires, including film festivals, live music, comedy, talks and more.

Local

Bordering Tower Hamlets and Hackney, and next to the Olympic Park, The Yard is in a rapidly changing part of the UK. We are a key part of the fabric of Hackney Wick, a grassroots venue that has grown with our community since 2011. We run two local community centres, Hub67 in Hackney Wick, and The Hall in neighbouring East Village, from which we deliver our Local programme.

'Doing drama makes me feel special... makes me feel real and alive' Yardlings participant

Our Local programme intersects our theatre with our local communities, and comprises of Yard Young Artists and Yard XL. Through Yard Young Artists, we ensure that young people have access to the arts, partnering over 100 local young people every week with inspiring artists, encouraging the development of their creativity. Yard XL ensures our community centres are places where people can come together to share ideas and experiences, be that through accessibly-priced yoga, a free playgroup, or an after-school art club.

Capital Project

We have embarked on a major capital project to secure a new, permanent home within Hackney Wick, bringing our theatre and community centre Hub67 under one roof within a purpose built building that reflects the mission and values of The Yard.

COMMUNICATIONS MANAGER

We are looking for someone to lead The Yard Theatre's communications across all channels, engaging our audiences, communities and stakeholders with our work.

The Communications Manager plays a vital role in:

- Building audiences for our Theatre programme, reaching new and existing theatre audiences across London, to ensure our work is seen by a wide range of people whilst driving box office growth; through exceptional campaigns, creative copy, joined-up press and digital engagement.
- Connecting our Local programme with our communities in Hackney Wick and Stratford, engaging residents with our programme of events and activity, and ensuring that Hub67 and The Hall are deeply embedded in our hyper-local area.
- Communicating our Music & Events programme and the vital role The Yard plays in London's nightlife, ensuring The Yard remains an attractive venue for promoters and audiences alike.
- Telling the world about The Yard's mission, and communicating our successes and ambitions to the wider public.

The successful candidate will line manage the full-time Marketing and Box Office Assistant, and manage freelancers including designers, PRs and photographers.

They will work closely with the Artistic and Executive Directors, and collaborate with producers and managers across the organisation to effectively communicate the full breadth of our activity and to coordinate across the different programme strands.

This is a perfect opportunity for someone who wants to lead on communications within a management role, and form a key part of our organisation as we seek to grow the scale of our programmes, reach new audiences and build a new theatre, night-time venue and community centre in East London.

Job Details

Responsible to:	Executive Director
Responsible for:	Marketing and Box Office Assistant
Key relationships:	Artistic Director, Senior Producer, Theatre Producer, Music & Events Producer, Local Producer, External press consultants, freelancers, artists and producing partners
Salary:	£26,000 - £29,000 depending on experience
Employment Period:	Permanent
Hours:	Monday to Friday, 10am – 6pm. Some evening and weekend work will be required. The Yard offers a Time Off In Lieu Policy.
Annual Leave:	20 days per annum, increasing to 25 days after 12 months of service, plus public holidays
Probationary Period:	3 months
Start Date:	June 2020, with some flexibility

Benefits

- Training and development opportunities.
- Pension: as part of auto-enrolment you may be eligible for The People's Pension.
- Complimentary ticket for all performances (all members of the team are encouraged to contribute to the artistic life of the venue).
- Discounted meals and drinks.
- Bike loan/travelcard loan scheme available after probation.

Equal Opportunities

We're working hard to make sure all aspects of our theatre are representative of the world we live in. We are particularly keen to hear from people from Black, Asian and Minority Ethnic (BAME) backgrounds, and from those with lived experience of disability, as these communities are currently underrepresented in our staff team. If this applies to you, you have the option to let us know in the application form.

KEY RESPONSIBILITIES:

Strategy and brand:

- Lead on all aspects of communicating The Yard Theatre's mission, programmes and activity through development and implementation of a Communications Strategy, ensuring a clear, joined-up and compelling message to audiences, artists, participants, collaborators, funders and other stakeholders.
- Carefully manage The Yard's brand, ensuring that it is used both internally and externally in a way that successfully communicates the values and activity of the organisation.
- Create and deliver exceptional and innovative marketing and press campaigns that effectively communicate our work.
- Lead strategically on press, identifying opportunities to grow the profile and reach of The Yard including the Theatre, Local and Music & Events programmes.
- Manage the marketing budget, tracking and evaluating activity to understand the return in terms of revenue and reach.
- Ensure The Yard's digital presence and website reflects our aims and activity. With the Marketing and Box Office assistant, manage social media channels to communicate with and expand The Yard's digital reach, ensuring content and communications on these platforms are thriving and up-to-date
- Work with the Development Manager to support the fundraising aims of the organisation, through online presence, print material and data analysis.

Audiences

- Gain a detailed understanding of our current and potential audience, ensuring we continue to engage and grow current audiences
- Analyse our audience data and attendance data to identify how we can continue to grow our audience and put in place a plan to achieve that growth
- Support the implementation of our data collection strategy/processes and maintain the data, primarily through Audience Finder. Provide meaningful insight into audience demographics and behaviour, to analyse and identify key customer trends via Spektrix and Google Analytics.
- Identify new audiences both locally and across London, planning strategies to reach them

Theatre

- Liaising with the Theatre team, artists and external producers, create show-specific marketing strategies and targeted campaigns across print, digital and press, that reach new and existing audiences, and achieve ambitious box office targets.
- Recruit and work with designers to create artwork for print and digital content, ensuring all marketing materials reflect the in-house style. Oversee the creation of trailers for The Yard, recruiting and managing filmmakers.
- Deliver, track and evaluate advertising campaigns, ensuring maximum return on investment,
- Draft and disseminate press releases and listings to local, industry and relevant press/media.
- Recruit and manage freelance PR professionals for shows, to maximise press coverage targeted at new and existing Theatre audiences, joined up with marketing plans.
- Manage press nights at The Yard, ensuring they are welcoming for journalists and other key stakeholders.

Local

- Work with the Local Producer to support campaigns that communicate the activity and offer of the Local programme to residents in Hackney Wick, E20 and elsewhere in East London as necessary.
- Work with the Marketing & Box Office assistant to produce print and digital content for the Local programme.
- Lead on specific campaigns across print, press and digital, communicating the Local programme in line with The Yard's wider strategy.
- Ensure the Local programme is accurately represented on The Yard's website.

Music & Events

- Work with the Music & Events producer to support the marketing of the Music & Events programme as a whole, growing audiences as well as the profile of the programme.
- Lead on specific campaigns across print, press and digital, communicating the Music programme in line with The Yard's wider strategy.
- Ensure up to date listings are available to audiences online and in print.

General:

- Act as an ambassador for The Yard by sharing the enthusiasm and passion it represents, and by taking pride in the organisation's public appearance.
- Comply with The Yard's policies including Equality, Diversity and Inclusion, Health & Safety, Fire, Safeguarding, and all those included in the Organisation Handbook.
- Always look for ways to improve The Yard and actively feedback constructive ideas.
- Support colleagues at all times and be prepared to take on any other reasonable duty, as required to ensure the organisation always performs at its best.
- Attend company meetings to share news and developments with the whole team

PERSON SPECIFICATION

Essential Skills:

- A passion for Theatre and the arts and a familiarity with the current landscape.
- A keen interest in The Yard's Music & Events and Local programmes.
- Experience of marketing and communications in a theatre environment.
- Ability to generate ideas for marketing campaigns.
- An understanding of digital and print press, and what makes a successful PR campaign.
- Good copywriting skills.
- Working knowledge of Photoshop and/or InDesign, and Wordpress.
- Strong social media skills and experience of data capture.
- Excellent written and numerical skills and strong attention to detail.
- Excellent verbal communication skills with the ability to deal calmly, confidently and positively with people at all levels internally and externally.
- Experience of marketing design software packages.
- Experience of using Spektrix or a similar ticketing system.
- Excellent computer literacy and competency.

Working style and Interests:

- An energetic and self-motivated approach to work, with an ability to organise and prioritise a demanding workload.
- Ability to manage and maximise budgets
- A warm, friendly, professional and approachable attitude.
- Ability to work as part of a team and independently.
- A willingness to contribute wholeheartedly to the efforts of the team.

Desirable Skills:

- Experience of line management.
- Experience of working in a community organisation, and a knowledge of marketing and communications on a hyper-local level.
- Experience of Music marketing and working with promoters

- An appreciation of The Yard's values and a first-hand knowledge of our work.

This is a guide to the role of Communications Manager. Responsibilities are likely to evolve with the post-holder.