

MARKETING MANAGER

JOB DESCRIPTION



Cardboard Citizens uses the power of the arts to engage, educate and inspire those who are homeless, vulnerable and most disadvantaged; helping them develop essential life skills; and to empower them to make positive life changes. We raise public awareness of homelessness issues, challenge misconceptions and provide platforms for debate. At an exciting point in Cardboard Citizens' history, the Marketing Manager (Maternity Cover) will establish our position within the national and international campaigning arenas, advocating the arts as a powerful tool for engaging homeless and vulnerable people in their progression out of homelessness.

In 2021 Cardboard Citizens will deliver a major new project as part of Coventry City of Culture, which will bring together its Arts and Society programmes in a new model, which will be shared with the wider cultural sector. Supported through a major ACE National Lottery Project Grant and comprising both a 'Cardboard Camp' residency in the city and a major production at The Belgrade Theatre, *The Ruff Tuff Cream Puff Estate Agency*, the project will be a key focus of the role with an emphasis on engaging a number of our target audience groups and building long-term engagement with them.

Position:	Marketing Manager (Maternity Cover)
Accountable to:	Director of Development and Communications / Achates Philanthropy
Terms:	Fixed term, 3 - 5 days per week, flexible working negotiable
Hours:	3 - 5 days/22.5 – 37.5 hours per week
Location:	Cardboard Citizens, 77a Greenfield Road, London, E1 1EJ / from home during Covid 19
Holiday:	25 days pro rata
Salary:	£30,000 - £35,000
Deadline:	12:00 pm, 30/03/2021
Interview dates:	13th and 14th April

KEY OBJECTIVE OF THE POST

- Develop and execute Cardboard Citizens' marketing strategy, ensuring the company's brand is clearly communicated to achieve the organisation's objectives, raise awareness and maximise exposure.

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- Lead the implementation of the Campaign developed for Cardboard Citizens residency in Coventry as part of Coventry City of Culture encompassing Cardboard Camps and the production of *The Ruff Tuff Cream Puff Estate Agency* at The Belgrade Theatre
- Manage the development of audiences, appropriately engaging new stakeholders in our work and ensuring existing audiences stay connected and loyal to the brand, for all areas of the organisation.
- In liaison with the Arts & Society and Development teams devise and implement a marketing strategy to support the rebuilding of Cardboard Citizens' Training Programme – for artistic practitioners and both the corporate and social sectors.

MAIN DUTIES - MARKETING

- Implement the strategy for reaching the Theatre Audience target group audience segments, supported through an increasing programme of artistic work, fundraising and educational/outreach work.
- Devise and implement individual marketing plans for all Cardboard Citizens' activities related to these groups (productions, programmes, training and fundraising events) to maximise, media presence and public awareness of Cardboard Citizens' activities at all times.
- To be responsible for and monitor displays and general marketing materials at events to ensure that the activities of the organisation are effectively promoted.
- Maintain a suite of marketing and promotional materials to support colleagues in promoting their work, ensuring they are on brand, and to a high and accessible standard.
- To keep abreast of marketing developments and ensure Cardboard Citizens takes advantage of new initiatives/opportunities and where appropriate implements them in a timely fashion.
- Review existing marketing channels and platforms, and audit existing marketing materials, advising on systems to improve efficiency and tools to enhance marketing impact.
- Respond to marketing needs of the company – advising on approaches, tools and metrics and ensuring all activity is on brand and supports the company's wider ambitions and direction.

MAIN DUTIES – STAKEHOLDER DEVELOPMENT

- To maintain (and with colleagues grow) the company's contact and distribution list and develop strategies to ensure it continues to grow, is increasingly targeted, and meets the marketing and audience development needs of the organisation.
- To establish cross promotion techniques, promoting Cardboard Citizens' to a broad mix of stakeholders and communicating depth of work in both the arts and social sectors.
- Ensure consistent and accurate messaging throughout the company, supporting staff to deliver high quality communications on time and on brand.

MAIN DUTIES - INCOME GENERATION

- Support the wider Development team, advocating the importance of our work and the need for charitable donations, where possible attracting new stakeholders and support networks.
- To devise and implement an effective marketing plan to generate increased exposure of Cardboard Citizens' Training Programme and implement a targeted approach to deepen understanding and interest.
- To support the marketing, promotion and selling of Cardboard Citizens' Theatre of the Oppressed, corporate, social and other training programmes.

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- To monitor the training programme against agreed KPIs to ensure it's delivering against targets and marketing channels are being reviewed in terms of ROI, value and impact.
- To support relationships with funders through providing tailored marketing and communications.
- To assist and support with funding applications where appropriate.

ADDITIONAL INFORMATION

All job descriptions are subject to review and amendment, in consultation with the employee. As will be necessary for the role, it is a requirement of Cardboard Citizens that all staff work in a flexible manner compatible with their jobs and in line with the company's policies, procedures and objectives.

PERSON SPECIFICATION

- At least three years' experience of marketing in an arts and/or a theatre organisation (could be as a freelancer)
- Experience of project/campaign management within a cultural sector context
- High attention to detail and strong copy writing and proof-reading skills for a variety of channels
- Excellent planning skills and good time management
- Interest in the arts and issues around homelessness
- Excellent communicator with the ability to engage with a range of stakeholders
- Good working knowledge of design and print process
- Ability to work in a team and autonomously

Equal Opportunities

We are committed to attracting diverse candidates. Applicants who meet our minimum (essential) criteria and identify as one of the following will be guaranteed an interview.

- Black, Asian or from another minority ethnic background
- Disabled
- Lived experience of homelessness
- At risk of homelessness

Contact

If you have any questions about this position, please [email Sayak](#) or call the office on 020 7377 8948.

How to apply

To apply for the position of **Marketing Manager (maternity cover)** at Cardboard Citizens please complete our online application which can be found [here](#).

If you require the application form an alternative format (i.e Microsoft Word) then please [email Sayak](#).