



**Marketing & Digital Co-ordinator
Recruitment Pack**

rifco theatre
company

The role

Rifco has an exciting opening for a bright, creative and driven individual to join our small and dynamic team and contribute to our ambitious plans for the next four years. This is a new role and an opportunity to really make your mark. You will join a small, lively and creative team that has helped to make Rifco one of the country's most successful touring companies.

About you

You will be a highly motivated individual, preferably with a marketing related qualification or some experience in a communications, social media or marketing role. You will love digital, content and social media, have an excellent eye for detail, brilliant organisational skills, an instinctive, collaborative approach to working, and of course, a sense of humour.

About us

Artistic Director, Pravesh Kumar, founded Rifco in Slough in 1999 and gained a reputation for making entertaining, vibrant, accessible and high quality work that attracts a brand new British Asian audience to regional theatres, often for the *very first time*. Rifco creates new work, plays and musicals, which reflect and celebrate contemporary British Asian experiences and society. Our success lies in understanding our audience and a vital part of that is listening and working alongside British Asian communities.

The Marketing & Digital Coordinator will be supported by a bright, informed set of creative communications experts, including a part-time marketing strategist, a PR agency, videographers and photographers, web and design agencies, media partners as well as the marketing team at Watford Palace Theatre.

Rifco is fortunate to have a group of industry supporters that you will collaborate with including Warwick Arts Centre, Coventry, Leeds Playhouse, Theatre Royal Windsor, Queens Theatre, Hornchurch, Derby Theatre and Theatre Royal Stratford East.

Our programme of work

Rifco produces productions of scale and spectacle that are entertaining, accessible and relevant, but also that challenge and educate in the broadest sense. The work is accessible in genre and language, reflect current issues in an entertaining way.

Each year Rifco's programme includes :

Rifco Theatre Company – a tour of a mid-scale production – In 2018, *Dishoom!* (<https://www.rifcotheatre.com/shows/dishoom>) which was set in Britain in the summer of 1978 when disco was all the rage but the National Front were on the streets.

Rifco Studio - a tour of a smaller production – In 2018, *Pyar Actually* (<https://www.rifcotheatre.com/shows/pyar-actually>), the story of a woman making the hardest choice of her life for love.

Rifco Associates - supporting and nurturing emerging talent (<https://www.rifcotheatre.com/rifco-associates/associates>).

Rifco Digital - developing more creative, imaginative and fun digital content, specifically as a way to engage with younger audiences, raise the company profile and engage with prospective donors (<https://www.rifcotheatre.com/rifco-digital>).

British Asian Festival - multi-artform, three-day festival (film, comedy, dance, spoken word, visual art, theatre) showcasing the best of British Asian arts and culture with next event in 2020. (<https://www.rifcotheatre.com/shows/british-asian-festival-2018>).

Job description

Main purpose of the role

To support the Executive Director in creating and delivering communications campaigns across on and offline platforms and to contribute to the delivery of marketing strategies that support Rifco's creative output: Rifco Theatre Company, Rifco Studio, R&D activity, Rifco Digital, Rifco Associates, British Asian Festival).

To support good overall internal and external communications including everyone that works for and with Rifco - core staff, freelancers, audiences, organisations that provide funding, donors, venues and co-producers.

Responsible to: Executive Director (ED)

Working with: Head of Marketing & Communications (HMC), Artistic Director (AD), Head of Development and Partnerships (HDP), Marketing & Outreach Coordinator (during touring)

Responsible for: Ambassadors (volunteers)

Key Areas of Responsibility

Marketing

- Work with the ED and AD to develop and implement effective marketing campaigns for Rifco productions, Rifco Associates and Rifco Digital
- Manage the email marketing schedule - create and send targeted campaigns
- Create content for and maintain and update the Rifco website
- Oversee and contribute to the operation of all Rifco digital and social channels, ensuring that Rifco has an active presence on all relevant platforms and deliver an innovative and engaging content strategy
- Write effective copy for publicity, email and direct mail for promotional purposes
- Create and co-ordinate Rifco Front of House marketing materials in touring venues
- Work with HMC and AD to coordinate the development of creative concepts for marketing collateral with design agencies and individuals and be responsible for proofing same including appropriate use of logo/brand for final approval
- Work with and support creative collaborators including designers, film makers, photographers and other content editors to ensure briefs and timelines are met
- Work alongside HMC and AD to support the delivery of print development including sourcing content, overseeing approval stages and sign off, liaison with tour venues and proofing
- Ensure adherence internally to Rifco's brand guidelines across all assets
- Liaise with our venues to co-ordinate the marketing campaigns for shows

- Support Rifco's audience development and evaluation work including the development and delivery of on and offline surveys, data monitoring and working with external companies such as The Audience Agency
- Research distribution channels for promotional materials both on and offline, including blogs, listings sites, external agencies, venues, partners and outlets
- Monitor and report on sales activity during touring in liaison with Box Office Managers
- Use social media monitoring tools and Google Analytics to track, understand and report on online engagement
- Support the wider team to ensure all communications with stake-holders, partners and audiences are in line with key messages and using brand guidelines
- Monitor allocated budgets, ensure accurate financial recording, including keeping receipts and creating and maintaining records related to marketing & digital activity
- To manage ticketing for press/guest nights and complimentary allocations at opening venue and on tour
- To work with Rifco's Ambassador network and identify potential new members
- Manage and update Rifco's database

Fundraising:

- Alongside HDP, develop branded marketing assets, website and social media content to support Rifco's fundraising activities
- Provide data and other related content for funding applications and advocacy documents
- Support HDP to plan and deliver events
- Provide administrative support to the HDP
- Manage the record keeping for all Rifco's fundraising activities (eg. Private donors, Trusts & Foundations, sponsors)

General:

- Provide general administrative support to Rifco's day to day operation
- To act as an advocate of Rifco at performances, events, meetings and other events
- To maintain a good working relationship with Watford Palace Theatre, particularly colleagues in the communications department (box office, marketing)
- To undertake other duties as may be reasonably required

Person specification

Essential

- Degree in Marketing or Chartered Institute of Marketing qualification or a related higher education qualification
- Experience of managing social media channels and an active user of social media
- Enthusiasm for digital and social media content
- Confident with various IT packages including basic film and photo editing
- Experience and/or knowledge of the arts
- Self-motivated with excellent verbal and written communication skills
- A passion for Rifco's vision, ethos and work
- Sense of humour and a 'can do' attitude
- Ability to work independently and to work well in a team environment
- Ability to multi-task and manage multiple priorities

- Creative and pro-active approach to generating ideas
- Excellent attention to detail, accuracy and good analytic skills

Desirable

- An understanding of British Asian culture and society
- A year's experience in a communications, digital or marketing role
- Interest in theatre
- Familiar with Photoshop, iMovie and other editing software
- Experience in website management systems
- Experience in content creation (blogs, films, photography, gifs etc)
- Experience of building and sending email marketing campaigns
- Understanding of SEO, Google Analytics and Google AdWords
- Experience of event management

Terms and conditions

SALARY

The salary is £20-£25,000 (per annum) depending on experience

PLACE OF WORK

Rifco's office base is at Watford Palace Theatre, 20 Clarendon Road, Watford WD17 1JZ.

Watford is close to A1/M1, M25 and the closest station is either Watford Junction (15-18 mins from London Euston) or Watford High Street (overground).

HOURS OF WORK

Normal hours are 40 per week office (10am-6pm), however, staff will be required to work unsocial hours as required by the needs of the programme, e.g. evenings and weekends. A 'time off in lieu' system operates but overtime payments will not be made.

PROBATIONARY AND NOTICE PERIOD

There will be a three-month probationary period during which either party may give one week's notice. On successful completion of the probationary period, notice is two months on either side.

Application process

If you would like an informal discussion about the position before applying, please contact Jenny Roberts, Executive Director at jenny@rifcotheatre.com and she will set up a time to chat to you.

If you have access needs, we would be happy to provide this pack in other formats, including large print. Please contact General Manager, Holly Gladwell holly@rifcotheatre.com or ring her on 01923 810305

To apply you should describe what attracts you to this position, and provide evidence of your ability to meet the criteria outlined in the Job Description and Person Specification.

Please make sure you include:

- Application Form with additional A4 pages if required (no more than 3 A4 pages in total)
- Names and contact details for at least two employment/professional referees. We will take up references only if a job offer is made
- Completed Equal Opportunities monitoring form

Applications should be sent to jobs@rifcotheatre.com by:
Monday 4th February 2019 at 10am.

Interviews: Wednesday 13th February 2019

Rifco Theatre Company is an Equal Opportunities Employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.