

JACKSONS LANE

NORTH LONDON'S
CREATIVE SPACE

APPLICATION PACK MARKETING MANAGER





WORKING FOR JACKSONS LANE

Jacksons Lane is vibrant and exciting organisation to work for, our work stretches across the borough of Haringey, the UK and internationally. Our building hosts a wide range of different activities throughout the year.

As a small team, we strive to create excellent customer experiences in all aspects of our work, whether that be with our artists, our audiences, participants in our creative engagement programme, or users of our studio spaces and facilities.

Our team is made up of a group of highly passionate and enthusiastic people, focused on making a real difference to those individuals that we work with. By recognising the strengths and unique qualities of each member of the team, we work with a generosity of spirit and a respect for each other, acknowledging that we are ultimately working towards the same goals and that it is only through a unified approach that we are able to achieve this.

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ARTISTIC



Jacksons Lane is the leading presenter, supporter and producer of contemporary circus in the UK. We nurture artists through artist residencies, mentoring and advice, and by providing theatre space for previews, rehearsals and scratch performances, in addition to premium studio space to devise and rehearse new work. Our recently upgraded 170 seat auditorium hosts a variety of events throughout the year including our own Transmission festival. We also showcase our other core artistic strand of physical and non-verbal theatre alongside our programme of family performances.

We have strong networks throughout the industry, both nationally and internationally, and we represent Jacksons Lane and the UK circus scene at a variety of industry events across the world. We are passionate about providing a platform at Jacksons Lane to showcase international work, and currently around 40% of our visiting artists come from outside the UK, representing 60 countries including ones as far as Australia and Canada.

As an Arts Council England National Portfolio Organisation we also produce and coproduce our own work, which we tour both in the UK and abroad in order to bring British work to an international audience.



CREATIVE ENGAGEMENT

With its roots as a community center, Jacksons Lane remains an essential hub for arts and community work in north London. With over 65,000 visitors to our venue each year we work hard to overcome traditional barriers to the arts by collaborating with our community partners and funders to make the arts more accessible. We focus on using the arts to increase confidence, reduce isolation and improve overall wellbeing.

Our comprehensive Creative Engagement programme works directly with over 1,000 people across all ages each year and provides creative and wellbeing activities to older people in supported housing schemes, theatre projects that focus on women's safety and a range of activities for young people including JL Circus, a series of workshops and classes teaching circus skills to young people. Our work continued online throughout the pandemic through the 'Quarantine Sessions' and 'Lockdown Lunch' with great success.

Feeling Good is Jacksons Lane's project to help reduce social isolation as a result of the COVID-19 pandemic. We partner isolated and vulnerable people with friendly volunteers, and through regular conversation and creative and wellbeing activities our beneficiaries gain confidence and are able to reconnect to their community.

Since it began 48 years ago, Jacksons Lane has also run an event on Christmas Day, each year inviting socially-isolated older adults to our building and providing them with food, gifts and entertainment. In 2022 we were able to reach out to over 300 older adults across our area through both the in person event and a delivery service of food and gifts while still providing the all important social contact and friendly conversation.



STUDIO HIRES AND PRIVATE EVENTS



At Jacksons Lane we have seven different spaces available to hire including our theatre, five multipurpose studio spaces and a private meeting room. The spaces are hired for a variety of purposes including classes and workshops, rehearsals, performances, and private functions and events.

Studio One (below) is our largest space and is one of the largest rehearsal/event spaces in north London. In this space we host a variety of bookings throughout the year including weddings, corporate away days and rehearsals for large productions.

Our class and course programme is made up of a collection of people who hire our studios at the same time each week. The activities range from children's acting and drama classes to fitness and yoga for adults. Our regular hirers also include a therapy group, a photography group and we even have a lightsaber sword fighting group!

Studio hires and events are not only one of the biggest contributors to our core income, but also help us to generate and expand our audiences and visitor reach with many class attendees and tutors also watching performances and becoming involved in other aspects of our work.



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JOB DESCRIPTION

Reports to:	Artistic Director
	37.5 hours per week.
Hours of work:	Our normal working hours are 10am-6pm but we are happy to consider flexible working to suit the ideal candidate and operate a TOIL system for all staff.
Contract period:	Permanent
Salary:	£30,000 to £34,000
Responsible for:	Marketing Assistant
	Jacksons Lane, Highgate, North London. N6 5AA
Place of work:	We operate a hybrid working policy where staff can work both at Jacksons Lane and remotely.

Main objectives of the post:

- To develop, implement and evaluate the marketing, press and PR strategies in accordance with Jacksons Lane's business plan and organisational needs.
- To develop the 50th anniversary communications campaign supported by the joint chief executives including fundraising campaigns, public callouts and promotion of archive/heritage content
- To achieve agreed income generation targets and maximise ticket sales.
- To work with the Hires Manager to maximise rental income for studio spaces and theatre.
- To develop an effective digital strategy and online presence.
- To increase and develop audiences, putting in place best-practice models of data collection, adhering to GDPR.
- To manage and develop the Marketing department's resources and assets within budget.
- To take a balanced and strategic approach to ensuring that all Jacksons Lane's activities are sufficiently publicised and marketed.
- To be responsible for all aspects of marketing, press and PR, developing how Jacksons Lane communicates both internally and externally.
- To develop the Jacksons Lane brand to broaden awareness throughout London and the UK.
- To liaise regularly with the Artistic, Operations and Creative Engagement team regarding audience development, brand and customer experience.
- To develop reporting systems and regularly share information and statistics with the joint Chief Executives.
- To work closely with, and to support Jacksons Lane artists by providing mentoring and advice.
- To line manage the Marketing Assistant and support in their professional development.
- To develop and run marketing campaigns focused on fundraising, including promoting the new Supporters scheme.

Outline of responsibilities

Marketing of Theatre Programme

- To coordinate with all visiting, producing and touring companies and artists to support their own marketing initiatives.
- To be responsible for all database marketing, including direct mail and database monitoring.
- To develop special marketing initiatives including calendar/seasonal events, ticket offers, group bookings, and cross selling of activities and promotions.
- To agree the annual Marketing budget in consultation with the Executive Director, and to control Marketing expenditure, keeping accurate financial records.
- To produce both physical and digital publicity materials including leaflets, e-flyers/trailers, and posters. Including copywriting, researching, and commissioning pictures and other assets and working with our graphic designers.
- Monitoring and evaluating all show campaigns, including statistical analysis for funders, our board, and our partners.

Marketing of Creative Engagement Activity

- To liaise with relevant staff to assist with their own press and marketing initiatives.
- To work with the Artistic Director and Head of Creative Engagement to ensure promotion and clear lines of communication within all collaborations.
- To leading on the digital fundraising campaign for Christmas day.
- To help raise the profile of all Creative Engagement work of Jacksons Lane both within the local and national community.
- To assist in generating digital content and material to promote local initiatives.

General Marketing Responsibilities

- To develop appropriate and cost-effective marketing campaigns to the highest possible standard and to ensure that these are implemented and KPIs are met.
- To develop and maintain the marketing of Jacksons Lane through its website, social and digital media channels and email correspondence.
- To support the Hires and Events Manager in developing our commercial and business offer to increase hire income across the organisation.
- To ensure and manage the accuracy and integrity of Jacksons Lane's website, acting as the key contact for any third-party suppliers or providers.
- To organise, implement and evaluate regular market, audience, and customer research to help inform strategic planning and to monitor progress towards audiences, users, booking patterns and income generation targets.
- To work with other venues to increase our visibility and exposure.
- To plan and implement a strategy to promote Jacksons Lane and its work to the public, stakeholders, and local communities.

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- To find effective ways to build and maintain links with interest and activity groups in the local area.
- To oversee and co-ordinate all printed publicity material. (Seasonal brochures, leaflets, posters etc) and to meet all necessary deadlines, including all copywriting, liaison with graphic designers, printers, artists, and companies.
- To co-ordinate with Front of House to ensure that physical and digital marketing displays, both internally and externally are used effectively and are up to date.
- To oversee the promotion of Jacksons Lane externally through networking events and actively attending work at other venues.
- To provide marketing support for fundraising activities and initiatives and to help drive innovative ways of achieving fundraising targets.

Press Responsibilities

- To create and develop media opportunities and to maintain good relationships with both local, regional, and national media through press releases, listings and editorial coverage.
- To respond to all enquiries for information from the public and the press, and to provide first port of call service to the press.
- To set up briefings, press conferences, photo calls and interviews as required.
- To write and distribute press releases.
- To work closely with external PR firms when necessary.
- To circulate media activity to Jacksons Lane staff, funders, and our Board.
- To develop the 50th anniversary press campaign with the support of the joint Chief Executives.

General Responsibilities of the Role

- Regularly attend Jacksons Lane performances including press nights and other special events.
- Remain up to date with developments in circus, theatre, and marketing practices locally, nationally and internationally, both within performance and Creative Engagement settings.
- Attend and report updates at regular meetings including all staff meetings, management meeting, Board meetings when required and appraisals.
- To undertake any other duties as may be reasonably requested by the Senior Management Team.
- To always act in accordance with all of Jacksons Lane's policies and procedures.
- To actively engage in the Arts Council Investment Principals and support the Senior Management Team in reporting to funding bodies.

PERSON SPECIFICATION

Experience	Essential	Desirable
Extensive demonstrable experience of Arts Marketing across a range of performing art forms	X	
Marketing contemporary performance within venues and/or festivals	X	
Experience of creating and collating copy and images from a wide range of sources with excellent writing skills	X	
Experience using Spektrix or other Box Office Systems or CRM's to generate marketing reports and develop audiences	X	
Experience of designing and implementing successful digital strategies	X	
Experience of liaising with freelance graphic designers, printers and working with the press	X	
Experience in managing social media campaigns and generating content	X	
Experience working within a busy venue or arts center	X	
Experience line managing staff		X
Experience working with software for websites, and managing websites		X
Experience with marketing for tours		X
Experience of working directly with artists		X
Experience of marketing for commercial space/studio rentals		X
Experience of marketing Creative Learning/Outreach activities		X
Experience of managing PR campaigns and agencies		x
Skills	Essential	Desirable
To be able to proactively seek media initiatives, analyse current media trends and identify marketing opportunities	X	
Clear, concise and creative copywriting skills, working within deadlines	X	
Excellent computer literacy skills, including Microsoft Office software to produce spreadsheets and work with databases	X	
Demonstrable Research Skills	X	
Excellent budget management and financial control skills	X	
Skills with graphic design software, including Adobe Photoshop		X
Video editing skills for creating digital content		X

PERSON SPECIFICATION

CONTINUED

Knowledge	Essential	Desirable
Knowledge and experience of liaising with the media and an ability to develop and maintain a network of contacts in local, national and specialist press	X	
Knowledge of the contemporary theatre and arts scene	X	
Knowledge and understanding of effective customer care	X	
Knowledge of key press contacts nationally		X
Knowledge of the contemporary circus sector		X
Personal Attributes	Essential	Desirable
A passion for working within a busy Arts and Community hub	X	
Confident and self-motivated	X	
Excellent written and verbal communication skills	X	
Ability to prioritise and work under pressure	X	
Strong management skills	X	
Confident and successful at networking	X	
Proactive and dynamic approach	X	
Good team player, happy to contribute to all aspects of running a successful theatre and arts center	X	

APPLICATION DETAILS

Jacksons Lane has a strong commitment to increasing the diversity of our staff. With this in mind, all candidates who indicate that they are from an ethnically or culturally diverse background and/or are disabled, who meet the Essential Criteria of the Person Specification will be guaranteed an interview.

We are a PiPA (Parents and Carers in Performing Arts) partner. PiPA enables and empowers parents, carers and employers to achieve sustainable change in attitudes and practices in order to attract, support and retain a more diverse and flexible workforce. We are always happy to discuss solutions that allow people to balance their caring responsibilities with their working lives, for example through job shares or flexible working arrangements.

To apply for the role send a copy of your CV and a short covering letter or video/audio file to recruitment@jacksonslane.org.uk, please include your full name and the job title '**Marketing Manager**' in the subject line of the email.

Should you wish to submit your application in another way please get in touch to discuss this. We would also appreciate it if you could complete an Equal Opportunities form, and include this with your application so that we can continue to monitor and increase the accessibility of our recruitment process. This form is available on our website, alongside this recruitment pack.

If you wish to discuss the role before you apply, we can offer an informal 1:1 chat with a member of the team. To arrange an informal chat please email recruitment@jacksonslane.org.uk.

Application deadline	10am Monday 12 February 2024
Interviews	Week commencing Monday 19 February 2024
Preferred start date	1 April 2024

We will respond to all applicants, after the closing date regardless of the outcome. Interviews will take place at Jacksons Lane, with questions sent out in advance to allow for some preparation. Should you have any specific requirements for the interview process, please get in touch.