

# OILY CART

## PART TIME FIXED-TERM MATERNITY COVER: COMMUNICATIONS OFFICER ROLE DESCRIPTION

### **Main purpose of the role:**

A temporary, fixed-term maternity cover role (expected 9 months – 1 year). During this time, you will lead on implementing Oily Cart's communications and audience development strategies, including maintaining appropriate coverage across all social media platforms, the company website and newsletter. To liaise with company staff and the freelance PR representative to raise the company's profile with its target audience, stakeholders and the wider sector. This may be suitable for a self-employed individual on a freelance basis.

### **Key terms:**

- Temporary, fixed term maternity cover (expected 9 months- 1 year)
- Part time: 2 days per week
- Annual salary: £28,000 pro rata for 2 days per week (i.e. £11,200 for 2 days)
- Location: Tooting, London. We expect 1 day per week to be undertaken from the company's premises, but can be flexible with some home working if required.
- Reporting to: Executive Director & Artistic Director (Joint CEOs).

### **General Communications**

- Lead on the implementation of Oily Cart's communication and audience development strategies.
- Update and maintain the Oily Cart website.
- Develop Oily Cart's online presence by curating and editing our blog and social media channels.
- Source, generate and contribute content for Oily Cart and other industry/disability arts and general media as required.
- Maintain regular (monthly) contact with the company's freelance PR representative to ensure the company's profile is maintained across appropriate media channels.
- Manage the company communications' budget in liaison with the Executive Director. Ensure that all expenditure is accounted for and that the budget is not exceeded without prior agreement from the Executive Director.
- Ensure that all communications are accessible (e.g. captions and image descriptions) and in line with the social model of disability. Liaise with the Access Officer to ensure that all public-facing documents are provided in accessible versions.

### **Production & Project Communications**

- Develop and implement specific communication and audience development strategies for each production and project.
- Liaise with the company's PR representative on a press release for each project.

- For each venue booking, take note of any contractual requirements relating to marketing and communications, e.g. provision of posters and flyers, and liaise with relevant staff (venue staff, freelance designers) and printers to fulfil these requirements to the required deadlines.
- Monitor and report on advance and actual sales of all activities (liaising with venue staff to receive regular sales reports; setting up internal events via Eventbrite or equivalent platform) and identifying any areas of concern and address these through further communication and audience development initiatives.
- Manage the communications' budget for each production / project in liaison with the Executive Director. Ensure that all expenditure is accounted for and that the budget is not exceeded without prior agreement from the Executive Director.
- Update the company website, and if relevant any project websites, with relevant information for each production / project and liaise with partners on any joint copy and communication schedules.
- Arrange photography and film footage for each production / project for both preparation materials (in liaison with the company's access lead and Artistic Director) and for archive purposes, ensuring compliance with UK-GDPR.
- In liaison with core staff, create appropriate pre and post event surveys (we currently use the Audience Agency's Impact & Insights Toolkit) and ensure these are communicated to all audiences and relevant artists and peer evaluators.
- Support for set-up / communication of internal, external and digital events, taking a lead role where these are directly comms-related events
- At the end of each show, update the company archive as required with relevant publicity, photography and footage of the production.

## **Monitoring & Evaluation**

- Record regular (monthly and quarterly) analytics from the company website and social media channels, and project websites as required. Share key findings at company meetings.
- Feed into the quarterly board report with an update on communications activity, reach and engagement.
- Liaise with company staff and board members to develop appropriate targets for tracking success in meeting communication and audience development objectives and take lead responsibility for monitoring progress against these targets.
- Liaise with venue partners to ensure we have data sharing agreements in place for each touring venue, and promptly gather audience data following each tour date. Update new data to the company newsletter platform and company database as required.
- Track audience engagement through box office reports, show reports, and show stats reports from venues. Update company staff on audience engagement levels through agreed channels (e.g. updating the Big Data spreadsheet).
- Compile and share feedback and quotes with the wider staff team, and as required by the Executive Director for funding applications and reports.
- Keep a record of press articles that feature Oily Cart.

## **Other Duties**

- Promote the creative case for diversity and inclusion in all of Oily Cart's activities.
- Adopt and promote working practices that promote environmental sustainability

- Ensure that Safeguarding practice is embedded all communications and engagement activities.
- To undertake training or staff development as appropriate and as agreed
- Other duties as may occasionally be requested

**PERSON SPECIFICATION (the skills and experience we need you to have):**

You do not need experience of having worked in theatre or the arts, and you do not need to have a degree. We are interested in hearing from people who can prove that they are organised, able to communicate effectively with a range of people and have a passion for equality.

**Essential**

- Able to communicate well across social media
- Experience in marketing and communications
- Experience in managing social media feeds
- An understanding of analytics
- Willingness to learn about accessible communications

**Desirable**

- An understanding of UK-GDPR
- Experience of using Wordpress CMS
- Understanding of accessible communications

**To apply:**

Please tell us why you would like this job and what skills and experiences you can bring to the company. Please tell us specifically about your communication and marketing skills.

You can give us this information by:

- Writing a “personal statement” (we would suggest an A4 page of a word document)
- Recording your statement in a video (we would suggest 3 minutes)
- Recording your statement as an audio message (we would suggest 3 minutes)

Please also tell us about your previous work experience by:

- Providing a written CV. This can include any previous work experience, education, and voluntary experience that you think is relevant to this role.