



**NONSUCH
STUDIOS**

MARKETING, AUDIENCE & COMMUNICATIONS MANAGER

Application Deadline: Thursday 20th November, 10am

Application Method: via Online Form & Document Upload

Candidates Notified: Wednesday 26th November

Scheduled Interview Date: w/c 1st December in Nottingham City Centre.

If you have any questions about this role or would like to organise an introductory chat please email us via bethan@nonsuchstudios.co.uk or connect with us on Social Media.

Nonsuch Studios recognise the positive values of diversity, promote equality and challenge discrimination. We welcome and encourage applications from people of all backgrounds as we are actively seeking to develop our team to better represent the diverse community we live and work in. We particularly welcome applications from individuals who define as D/deaf, disabled and/or neurodivergent, people of Global Majority Black heritage and of South, East and South-East Asian heritage and/or LGTQIA+. We will interview all applicants who are ethnically diverse and/or have a disability and who meet the essential criteria for this role.

Marketing, Audiences & Communications Manager

Job Title	Marketing, Audiences & Communications Manager
Reports to	Senior Leadership Team
Salary	£30,333 (£18,200.00 Pro Rata)
Place of Work	Nonsuch Studios' Offices & Hot Desk locations in Ashfield.
Working Hours	22.5 hours per week (0.6 FTE)
	As this role is not full-time, we will work with the successful candidate to set an appropriate working schedule. Due to the nature of our work, some working on evenings, weekends and bank holidays may be necessary. Where additional hours are worked, no overtime is paid but TOIL (Time Off in Lieu) can be taken.
Contract Type	This is an employed role on a fixed term contract until the 31st March 2027, with the potential to extend or become permanent subject to funding.
Initial Application	Online via digital application form. <i>If you have any access needs that require an alternative application process, please contact bethan@nonsuchstudios.co.uk</i>
Interview Process	Shortlisted candidates will be invited to an in-person interview, which will consist of short-presentation (task circulated upon invitation), interview questions (circulated in advance) and a short task.

Purpose of the post:

The Marketing & Communications Manager will work as part of the management team at Nonsuch Studios and will be responsible to the Executive Director, Artistic Director & CEO, and the Board of Trustees. The role will play a critical role in supporting the audience, participation and evaluation success of Nonsuch Studios as we deliver [Ashfield Creates](#), our largest community programme to date, alongside the continued development and expansion of our Nonsuch Studios core creative and production activities.

Key Responsibilities

- Lead the day-to-day aspects of Nonsuch Studios' marketing and communications activity.
- Develop, plan and manage campaigns, creative and marketing outputs, playing a key role in ensuring campaign success.
- Lead on developing and supporting audiences, particularly across our community and place-based programmes.
- Work closely with external evaluators, audience agencies and wider partners to support company business aims and objectives.

Principal Duties and Responsibilities:

Please note these are designed to give you an overall view of the role and this is not a definitive list.

Marketing & Communications

- Develop, lead and implement comprehensive marketing and communication strategies for Nonsuch Studios' programmes, activity and initiatives, with a particular focus on Ashfield Creates.
- Lead on marketing initiatives and activity to achieve Nonsuch's overall objectives, including marketing events, productions, community workshops, family activities, programme notoriety and brand development work.
- Lead on all internal and external communications, working to provide a coherent voice and narrative around Nonsuch Studios and our work.
- Owning the marketing and content calendar, balancing priorities and delivering on the marketing strategy.
- Manage marketing campaigns including identifying target audiences, responding to research and data to strategise, devise and implement campaigns across outdoor, print, digital, social, website, cinema, tv, radio, influencer, experiential, person-to-person and CRM channels.
- Develop and produce inspiring creative and content that promotes Nonsuch Studios and our programmes, attracts and engages broad and diverse audiences and meets objectives to drive reach, revenue and reputation across various platforms.
- Work with external agencies and/or freelancers to deliver on marketing content/assets as required and support internal teams to produce in-house content when appropriate and necessary.
- Build and maintain relationships with media outlets and journalists, working with agencies and PR companies to support the wider reach of activity.
- Write and proof-read copy and content ideas for online, print and social media platforms.
- Manage the marketing budget and ensure spend is managed effectively to ensure best reach, impact and value for money.
- Monitor and evaluate the effectiveness of marketing and communication activities, feeding back and improving outputs based on tried and tested data and wider industry best practice.
- Work with the Artistic Director & CEO to act as 'brand guardian' for Nonsuch Studios, our projects and trading subsidiaries, ensuring brand consistency across all our marketing and communication outputs.

Audiences, Engagement & Evaluation

- Identify and understand target audiences for company activity and develop strategies to reach and engage them, placing real people at the heart of marketing and advertising strategies.
- Develop and implement audience development plans to increase and sustain participation in the organisation's programmes.
- Coordinate and manage audience data and CRM systems including Box Office systems.
- Lead on evaluation, gathering and analysing feedback, data, insight and intelligence to inform programme development and marketing activities.

- Lead on day-to-day relationships with external evaluators and audience agencies.
- Plan and deliver audience engagement events and activities.

Partnerships

- Develop and maintain strong partnerships with external organisations and stakeholders.
- Identify and pursue opportunities for collaboration and joint initiatives to reach and develop audiences, reach and wider marketing goals.
- Manage partner relationships and ensure effective communication and coordination.
- Seek out and secure sponsorship, brand partnerships and funding opportunities to support the wider benefits of our programmes to support wider impact.

General

- Stay abreast of developments in British, European & World theatre and ensure that this knowledge is disseminated throughout the organisation.
- Be a keyholder for Nonsuch Studios' offices, supervising opening and closing when appropriate.
- Ensure all delivery and services are delivered to the highest possible standard, maintaining Nonsuch Studios' impeccable track record.
- Undertake appropriate training including First Aid at Work, Licensing, Fire Marshalling & Health & Safety.
- Actively record feedback for all offerings and action change in response to both the positive and negative opinions shared.
- Ensure that Nonsuch Studios has best intelligence about cultural and social initiatives, grant funding, arts-related initiatives and educational initiatives.
- Be a strong and independent part of a dynamic and rapidly growing team, supporting other areas of the company's practice and play an instrumental role in establishing our future success.
- At all times follow and support Nonsuch Studios' policies on Equality, Health & Safety, Safeguarding and Data Protection.
- Use own initiative and offer a critical assessment of Nonsuch Studios offering, providing suggestions to better practice and develop our offering.
- Actively network with industry professionals and appropriate parties to develop the profile of the company, gain business and market our offering.
- Support at all times the financial integrity of the company, VAT status and not-for-profit credentials, ensuring engagement is maximised and waste minimised.
- Carry out other duties as may be reasonably expected by the post.

We're looking for an experienced, dynamic and person-focussed marketer who thinks creatively to connect audiences, unlock opportunities and support the growth of Nonsuch Studios.

Our ideal candidate would definitely be...

- Inspired by Nonsuch Studios' mission, vision and values and excited to head up our marketing and communications activities.
- Experienced in leading marketing campaigns with at least three years of experience delivering a range of marketing activities across multiple media channels and platforms.
- On the pulse of social media, following trends, engagement tactics and ways in which to utilise platforms to support a creative and charitable purpose.
- Able, willing and excited to get out of the office to talk to our audiences and share the exciting things we're doing face to face.
- Equally confident in creating content in house as working with external agencies, designers and freelance creatives.
- Aware of the power of strong branding and able to articulate the role of brand within a charitable business with multiple projects, programmes and facets.
- An excellent communicator with great copywriting skills who's able to whip up a press-release or write some top-notch copy when needed.
- Passionate about research and data, wanting to always appraise and improve campaigns based on past impact and wider best practice.
- Knowledgeable about how to connect with audiences and customers on a personal level to build trust and gain engagement (and how different audiences and customers have different needs at different times).
- Able to support colleagues to generate content that celebrates their work, our impact and reach of programmes.
- Not afraid to do things slightly differently in order to be relevant to our audiences.
- Someone who shares what they're thinking, contributes to discussions, brings fresh ideas to the table and helps us champion what a modern arts organisation should be like.
- Someone who's on time, dedicated and meets deadlines, but also knows when to take a break and look after themselves.
- Someone who's committed to being part of a team that fights for social justice, is anti-racist, is an advocate for diversity and aims to empower others through creativity.
- Experience of utilising design software:
 - Adobe Creative Suite: Photoshop, Illustrator, InDesign and PremierePro
 - Adobe Express or Canva

- Experience of using Website editors and CMS such as WordPress, Webflow, Squarespace etc and improving website SEO.

The following would also be an advantage (but we are very happy to help train you where needed):

- Experience of producing digital content or supporting in its production including Video, Podcasts, Blogs or web-platforms.
- Experience of using and integrating Box Office Systems into marketing plans such as TicketSolve, Spektrix, Red61. Nonsuch Studios currently use TicketSolve.
- Hold a Full UK Driving Licence and access to a car to access projects and programmes in the community.

Please see the next page for how to apply.

HOW TO APPLY

To help make our recruitment process as simple as possible for both you and us, here's all you need to know about applying for this role.

Application Questions

To apply for this role, you'll need to click the **APPLY NOW** link on the next page which will take you to an online form for you to fill in your answers. So you don't have to do everything online, all the questions are noted below with the character limits as well. These character counts are limits and not necessarily expectations. You may want to prepare your answers in a word document and then copy answers into the form to avoid losing any of your work, as unfortunately the form does not save as you go.

Application Deadline

The online form will **automatically close at the deadline of Thursday 20th November, 10am** so it is important to hit **Submit** before the deadline as even applications in progress won't be able to be submitted once the deadline passes.

We equally will not be able to accept applications that arrive via email after the deadline has passed either.

Equality & Diversity Questions

At the end of the form there is a voluntary option to fill in some Equality and Diversity Questions. It's important to stress that these answers are kept separately from your application and submitted separately and anonymously via a separate form. We collect this data to monitor the breadth of diversity throughout our recruitment processes to help us ensure our staff represent the communities we work with and so really appreciate the submissions we receive on this.

All panellists view every application 'blind' at the shortlisting phase, which means any identifiable information is removed from your application. We will redact any identifiable information from your CV, please help us by not including pictures of yourself in your CV.

Access Support

If, for accessibility reasons, you are not able to apply via our online form, please send your responses to the questions along with a copy of your CV via email to bethan@nonsuchstudios.co.uk with **APPLICATION FOR *JOB TITLE*** in the subject line. If you would like to apply via any other format please contact us to discuss your needs so we can come to a suitable, accessible arrangement.

Should you require any access support at the interview, please let us know and we will endeavour to support an environment that you feel comfortable with.

Job Opportunity

MARKETING, AUDIENCE & COMMUNICATIONS MANAGER

APPLICATION QUESTIONS

The following questions relate to how you and your experiences relate to key areas of the job description – *each area has up to 1500 characters for you to answer.*

- Please tell us about your experience in marketing and communications management – particularly in an arts and culture context
- Please tell us about your experience in creating content and producing marketing materials.
- Please tell us about your experience in audience development.
- Please tell us about your experience in evaluation and data insight.
- Please tell us about your experience in developing networks and community based marketing.

Why do you want to join the team at Nonsuch Studios? *up to 1000 characters*

What key skills and experiences do you wish to develop in this role if you are successful?
up to 1000 characters

How do you feel a strong brand can support arts and cultural organisations achieve their aims and objectives and unlock new customers/audiences? *up to 1000 characters*

IMPORTANT APPLICATION DATES & TIME

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[CLICK HERE TO APPLY](#)