



2<sup>nd</sup> August 2019

Dear Applicant

Action Transport Theatre are currently recruiting a part time **Communications Manager** to play a key role in promoting the work of the company and engaging audiences and participants with its programme.

This role would suit a candidate with strong communication and marketing skills wanting to apply a range of skills to a varied and stimulating job at a pivotal time in the company's development, which includes a large-scale capital programme which will transform the company's base Whitby Hall into a world-class cultural centre in Ellesmere Port.

The pack includes:

- Background to Action Transport Theatre
- Job Description and Person Specification
- Application Form
- Equal Opportunities Monitoring Form

The closing date for receipt of completed applications is **Friday 6<sup>th</sup> Sept.**

Please send your completed application to ATT by email to Karen Parry, General Manager at [karen@actiontransporttheatre.org](mailto:karen@actiontransporttheatre.org) or by post to: **Action Transport Theatre, Whitby Hall, Stanney Lane, Ellesmere Port, Cheshire, CH65 9AE**

Shortlisted candidates will be contacted by phone or email by end of **Tuesday 10<sup>th</sup> September** and will be invited to an interview **on either Thursday 12<sup>th</sup> or Friday 13<sup>th</sup> September** at Whitby Hall.

**Please note, if you are interested in applying but cannot make these dates, you are welcome to let us know and we will try to accommodate you where possible.**

We hope that this pack will help with any questions you might have about the application process. If you have any further queries, please contact General Manager, Karen Parry on 0151 357 2120. We look forward to receiving your application and thank you for your interest in ATT

Best wishes,  
Nina Hajjianni  
ATT Artistic Director

## **ABOUT US**

Collaboration with children and young people is at the core of what we do at Action Transport Theatre, we share our youth presented and professional work locally, regionally and nationally in order to inspire and transform with our work, made 'in the port'. Annually our professional touring work, co-productions, visiting programme and participatory activity reaches over 15,000 people.

It is an exciting time for the company, as we enter a period of organisational growth, which includes a major capital programme which will transform our venue Whitby Hall in Ellesmere Port, into a world-class arts space for children, young people, local schools and families. The investment of £2M from Cheshire West and Chester Council will include a new 150-seat studio theatre and refurbished building, which will strengthen the company's local, regional and national reputation as well as facilitating new opportunities to build partnerships and international links.

We are now looking for an enthusiastic, talented individual to support the company's increasing communications and marketing needs, which underpin the company's reach, profile and audience development as we enter this next transformational phase.

## **Mission**

Action Transport Theatre (ATT) collaborates with children and young people to make world-class theatre, merging the playful and political and exploring new ways of storytelling.

## **About the Company**

Founded in 1986 and set in the heart of Ellesmere Port, our work with local young people has earned the company an enviable reputation for surprising, challenging and innovative theatre.

Our work includes professional touring productions, writing and performance projects 'for, by and with' young people and artist development projects at our base Whitby Hall.

We raise aspirations by empowering young people to create theatre that gives them a voice, and by giving them the opportunity to engage with professional theatre on their doorstep.

As one of the leading theatre companies for young people in the UK and the only professional young people's theatre company of its kind in Cheshire, Action Transport Theatre plays a crucial role in enabling young people and local families to engage with high quality theatre and arts provision.

## **Some of our current work includes:**

**The Mystery of the Raddlesham Mumps by Murray Lachlan Young**, co production with Matthew Linley Productions and Eastern Angles, directed by ATT Artistic Director, Nina Hajjianni

- <https://www.wiltons.org.uk/whatson/590-the-mystery-of-the-raddlesham-mumps-by-murray-lachlan-young>

**Adrift, by Beverly Hancock-Smith**, developed in partnership with St Bernard's primary school, touring to schools and venues

- <http://www.actiontransporttheatre.org/adrift>

**Happily Ever After** – a wordless and dynamic visual theatre performance based on the book 'King and King' by Stern Nijland and Linda De Haan' created in partnership with LGBT charity, The Proud Trust

- <http://www.actiontransporttheatre.org/whats-on/productions/happily-ever-after>

### **Examples of our work annually;**

**3-UP** - Web based Young Writers Project in partnership with Riverside Australia and Young People's Theatre Canada

**Writers/Spring Ball** – an arts party and showcase of local and regional talent at Whitby Hall  
- <https://vimeo.com/335395894>

**Ellesmere Port Family Festival (October half term across venues in EP)**  
<https://vimeo.com/347276687>

### **The Company**

Artistic Director/CEO (full time)	Nina Hajjianni
General Manager/DEO (full time)	Karen Parry
Project Manager (4 days)	Jess Egan
Venue Technician (4 days)	Matt Bennett
Associate Writer (freelance)	Kevin Dyer
Executive Director	from Autumn 2019
Administrator	from Autumn 2019

### **Board of Trustees**

Sarah Bailey - Chair  
Amy Redston-Bonsall  
Jeremy Grice  
Jordi Morell  
Petra van den Houten  
Gemma Johnson  
Sue Kervin  
Gail Young  
Dave Lyons  
Charlie Rachwai

For more information go to [www.actiontransporttheatre.org](http://www.actiontransporttheatre.org)



## Action Transport Theatre

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### COMMUNICATIONS MANAGER - ROLE DESCRIPTION:

The Communications Manager will effectively plan and deliver the marketing and promotional activity for the company, supporting the development and implementation of ATT's audience development and engagement strategy.

#### Main Purpose:

To ensure effective communications and high quality marketing in order for ATT to reach engagement targets in-line with the company's artistic and strategic objectives.

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**Reports to and appraised by:** Executive Director

#### Key Responsibilities:

- 1) To develop and implement effective communications and marketing for ATT and deliver additional audience development activities including outreach and building based activity
  - 2) To help raise the profile of Action Transport Theatre as a company, locally, nationally, regionally and internationally building audiences for Whitby Hall, for both ATT's work and the work of visiting companies
  - 3) General marketing and PR of the company as a whole and its varied work
  - 4) To support effective internal communications
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#### Key Responsibilities:

1. **To develop and implement effective communications and marketing for ATT and deliver additional audience development activities including outreach and building based activity.**
  - Develop, implement and monitor the Audience Development and Engagement Strategy
  - Develop and deliver ATT's marketing plans across all productions and projects, ensuring effective communication with the wider team and that monitoring is in place
  - Develop and implement marketing campaigns which help the company realise it's strategic and financial objectives
  - Oversee box office and ticketing systems, supported by the administrator

- Lead and co-ordinate the creation of regular content across all channels
- Develop and deliver events, which support audience development working with the Company Producer, including Family Film Club
- Lead on the design and distribution of promotional materials, event invites and other printed documents
- Liaise with partners, external venues and organisations in order to promote the activities of ATT including visiting schools, youth groups and venues

**2. To help raise the profile of Action Transport Theatre as a company, locally, nationally, regionally and internationally building audiences for Whitby Hall, for both ATT's work and the work of visiting companies**

- Develop press and PR strategies for all ATT productions and projects as appropriate and develop relationships with press and media partners
- Manage, monitor and deliver the writing of press releases, news items and other copy for ATT projects, productions and the company as a whole, and distribute to appropriate media networks
- Work with the venues ATT is performing at (regionally and nationally) to maximise the press, PR and marketing of ATT's own work on tour, supporting venues to build audiences
- Manage the photography and filming of all ATT projects and productions, working with the Company Producer and Artistic Director as appropriate
- Contribute to the audience development strategy for Whitby Hall, working with the Executive Director
- Put in place monitoring systems and procedures to assist ATT in understanding their audience more clearly and feed into data capture required by the company and its funders
- Play a leading role in the development of ATT's data collection, storage and usage (including database systems) keeping up to date with current ACE requirements and Audience Finder principles, working with the Executive Director and General Manager
- Develop the visibility of Whitby Hall Studio Theatre within Ellesmere Port, bringing more people into the building for events and performances through expanding our marketing opportunities locally, through PR activity, networking and other general marketing means
- Work with the Visiting Companies to Whitby Hall and where necessary, manage, monitor and deliver the PR and digital and hard copy marketing of their performances to build local audiences

**3. General marketing and PR of the company as a whole and its varied work**

- Oversee the on-going maintenance and regular updating of ATT's website, including blog spaces and micro-sites
- Maintain and develop ATT's social networking tools and actively seek out online networking opportunities and digital platforms for the company
- Manage the development and maintenance of ATT's database and support on-going data analysis
- Gather copy and biographies for printed programmes, marketing materials and liaise with freelance graphic designers to create accurate print within budget

- Develop and distribute marketing materials including venue marketing and press packs, print and photos to project partners and members of the public as appropriate
- To keep Whitby Hall displays up to date
- Ensure the Company's documentation of projects is up to date, including commissioning new documentation and maintaining stocks of existing materials
- Work with the Executive Director to produce an annual report

#### 4. To support effective internal communications

- Facilitate information sharing within the team to ensure team members including freelance staff are kept informed and motivated about current work

The Communications Manager along with all staff are required to perform front of house duties where agreed, supporting delivery of the ATT programme.

The Communications Manager will promote the company principles of diversity, equality and inclusion.

The list of responsibilities is not exhaustive and may be reviewed from time to time by the Board, in consultation with the post holder. The appointee may be required to perform duties outside of this as operationally required and at the discretion of the Board

### Terms and Conditions

This is a part-time position 3 days per week (21 hours), offered on a permanent basis following successful completion of a 3-month probation period.

**Salary:** £15,759 per annum

**Hours:** 21 hours per week (some evenings and weekend work will be required)

### Person Specification

#### Essential:

- Sound understanding of the arts sector and a strong track record in the creation, management and implementation of communications, marketing and audience development plans in a professional arts organisation
- Proven experience of working with a range of communication tools and media to achieve positive coverage including the ability to write press releases, and news features
- Proven experience of managing web based communication systems and platforms and managing regular updates
- An understanding of confidentiality and Data Protection requirements
- Ability to manage a multiplicity of projects simultaneously and prioritise effectively
- Ability to oversee external communications for coherence and consistency, ensuring that all staff, volunteers and trustees understand and promote key messages
- Experience of managing relationships with design/digital agencies and suppliers
- Experience of working effectively in a small team environment
- Self-starter with the ability to work on their own
- A high standard of organisation and efficiency

- Ability to prioritise and work to strict deadlines
- Proficiency in Microsoft Office (Word/Excel/Outlook)
- Experience of using Office 365
- Excellent communication skills, both written and spoken including the ability to communicate with Young People

**Desirable:**

- Experience managing box office systems, including Flowte
- Design skills using Photoshop
- Experience of using Final Cut Pro and/or Adobe Premiere
- Experience of using Drupal CMS platform

**ACTION TRANSPORT THEATRE**

**APPLICATION FORM**

**Communications Manager**

<b>First Names</b>		<b>Surname</b>	
<b>Professional name</b> (if applicable)			
<b>Address</b>		<b>Telephone</b> <b>(Daytime)</b>  <b>(Evening)</b>	
<b>Education and Training</b>			
<b>School, College, etc.</b>	<b>From</b>	<b>To</b>	<b>Qualifications gained</b>
<b>Membership of professional organisations</b>			



<b>Employment History</b>			
<b>Current Employer</b> (Name, address, telephone, and nature of business e.g. Touring Company)	<b>From</b>	<b>To</b>	<b>Job Title</b> (Please state reason for leaving)
<b>Notice required</b>			
<b>Previous employers and            voluntary work</b> (Name, address and nature of business) <b>Continue on separate sheet if            necessary.</b>	<b>From</b>	<b>To</b>	<b>Job Title</b> (Please state reason for leaving)

**Please outline your interest in the post of Communications Manager. Please include:**

- 1. Why you consider yourself to be a suitable candidate.**
- 2. How you would approach working with the company to meet its communications needs.**

**Continue on another sheet if necessary. Please also provide a current CV.**

**Referees**

Please give details of two referees – one should be your current or last employer.

**Name**

**Name**

**Address**

**Address**

<b>Telephone</b>	<b>Telephone</b>
<b>Relationship</b> (E.g. employer)	<b>Relationship</b> (E.g. employer)
<b>Can we contact this person without your prior permission?</b>  <b>Yes / No</b>	<b>Can we contact this person without your prior permission?</b>  <b>Yes / No</b>
<b>Interests and Hobbies</b>	
<p><b>Previous convictions</b>  You are advised that this post meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act (UK Wide) (1974) (Exceptions) Order 1975, as amended by the Rehabilitation of Offenders Act 1974 (Exceptions) (Amendment) Order 1986 (UK Wide). You should declare all convictions (including 'spent' convictions) by filling in the declaration form attached and if appointed also advise Action Transport Theatre Company of any convictions incurred by you after completion of this form. Only relevant convictions and other information will be taken into account so disclosure need not necessarily be a bar to obtaining this position.</p>	
<p><b>Declaration</b>  I can confirm that all of the information contained in this application, to the best of my knowledge, is true and accurate.</p> <p><b>Signed</b></p> <p><b>Date</b></p>	

**Please return to: Karen Parry, General Manager**  
**By post: Action Transport Theatre,**  
**Whitby Hall, Stanney Lane, Ellesmere Port, Cheshire, CH65 9AE**

**Or email: [karen@actiontransporttheatre.org](mailto:karen@actiontransporttheatre.org)**

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## Equal Opportunities Monitoring Form

### This form will be held securely and confidentially

Action Transport Theatre has an equal opportunities policy with the intention of ensuring that no prospective or actual employee receives less favourable treatment on the grounds of gender, marital status, social class, colour, race, ethnic origin, creed, disability, sexual orientation or age, or is disadvantaged by any condition or requirement which cannot be shown to be justified.

Action Transport Theatre is committed to monitoring its employment practice, in order to ensure that it is making job opportunities available to all areas of the community.

.To assist us in this task we would be grateful if you would complete the following questions:

Post Applied For                      **Communications Manager**

#### **1. Gender**

Male	
Female	
Other- please detail	
Prefer not to answer	

#### **2. Age**

16-19	
20-24	
25-39	
40-49	
50-59	
60-65	
65+	

#### **3. Disability**

Non-disabled	
Visual impairment / Blind	
Hearing impairment / Deaf	
Physical disabilities	
Cognitive or learning disabilities	
Mental Health condition	
Invisible Disabilities	
Other long-term chronic conditions	
Not known/ Prefer not to answer	

#### 4. Dependants

Do you have dependants? Dependants might include children, the elderly, or other people who rely on you for care.

Yes  No

#### 5. Sexual Orientation

Bisexual	
Gay Men	
Gay woman/ lesbian	
Heterosexual/ Straight	
Not known/ Prefer not to answer	

#### 6. Ethnicity

Please tick the ethnic category that best represents you. As you make your decision, please think about what ethnic group means to you, that is, how you see yourself. Your ethnicity is a mixture of culture, religion, skin colour, language and the origins of yourself and your family. It is not the same as nationality.

English/Welsh/Scottish/Northern Irish/British	
Irish	
Gypsy or Irish Traveller	
Any other white background	
White and Black Caribbean	
White and Black African	
White and Asian	
Any other Mixed/Multiple ethnic background	
Indian	
Pakistani	
Bangladeshi	
Chinese	
Any other Asian background	
African	
Caribbean	
Any other Black/African/Caribbean background	
Arab	
Any other ethnic group – please detail	
Not know/ Prefer not to answer	

Where did you hear about the post? .....

Signed (if you wish to) .....

Name (if you wish to) .....

Date .....

We have made a positive commitment to employing a more diverse group of people and guarantee to interview all disabled and BAME candidates who meet the minimum essential criteria for the role as set out in application pack.

**We will not be using this form as part of the recruitment process, but will use the information to monitor the applications received after an appointment has been made.**