

STUDIO WAYNE MCGREGOR MARKETING & CONTENT MANAGER JOB PACK

World-class arts studio for the development of choreography and inter-disciplinary arts, Studio Wayne McGregor, is looking for a creative and proactive Marketing & Content Manager.

Working independently but in close creative dialogue with Wayne McGregor and the rest of the team, they will create a 3-year communications strategy to profile the core Studio Wayne McGregor vision. They will also devise and manage dynamic ongoing campaigns to promote the full range of the studio's work, including performances and projects, learning and engagement, cross-sector collaborations with technology and commercial organisations, artist development initiatives, academic research, and studio rental.

They will be responsible for developing and distributing high quality original content (imagery, film, digital work etc.), working with a diverse range of freelance creatives as well as taking advantage of opportunities to collaborate with partner organisations.

While the main focus of the role is to devise and manage, there may also be scope for the Marketing & Content Manager to create some content themselves if the right candidate has significant experience and expertise (for instance in photography, film-making, design etc.).

They will also be responsible for monitoring and managing the Studio Wayne McGregor brand including online presence, collecting and analyzing reporting statistics, managing a tight marketing budget, and finding creative ways to maximise profile through external partnerships.

BACKGROUND

Studio Wayne McGregor

Studio Wayne McGregor is the creative engine for choreographer and director Wayne McGregor CBE, and the home of his life-long enquiry into thinking through and with the body. With Wayne at its centre, this collaborative network encompasses dancers, writers, composers, producers, software engineers, visual artists, scientists and more.

Studio Wayne McGregor fuels the breadth of Wayne's creative work including the development and touring of signature works on his ensemble of world-class dancers, Company Wayne McGregor; a portfolio of international commissions across genres including dance, film, theatre and opera; specialised learning and engagement programmes emboldening individuals in their own creative expression; artist development and mentoring; and research collaborations across science, technology and the arts.

In March 2017 Studio Wayne McGregor moved into a new state-of-the art building, housed in Here East on Queen Elizabeth Olympic Park. Part of a new technological and creative community, it comprises three extraordinary studio spaces.

Collaboration is at the heart of all of the Studio's work, with partners including Roundhouse, BBC, the fashion brand Cos, Google, Wellcome Genome Campus, The Royal Ballet, and The Grange Festival. The Studio also works with a wide range of artists from visual arts, music,

design and performance, as well as supporting more than 100 artists each year to create work in its studio spaces through the FreeSpace programme.

All Studio Wayne McGregor staff members are encouraged and supported to attend performances, rehearsals and events. They also benefit from a broad-ranging fitness, wellness and community programme run by the Here East campus. Studio Wayne McGregor is based within the burgeoning arts and technology district in Queen Elizabeth Olympic Park, and next to the vibrant existing artist community of Hackney Wick.

Marketing & Content Manager

JOB PROFILE

Job title:	Marketing & Content Manager
Hours:	Normal working hours are 10am – 6pm Monday – Friday including 1 hour unpaid for lunch. Some flexible working hours will be required, for instance for attendance at meetings and events.
Based at:	Studio Wayne McGregor, Broadcast Centre, Here East, Queen Elizabeth Olympic Park, London E15 2GW
Remuneration:	£30,000 - £34,000 depending on experience
To apply:	<p>Send a current CV (including details of 2 referees) and covering letter (no more than 2 pages A4) outlining how your skills and experience match the person specification. Please also complete an Equal Opportunities Monitoring Form.</p> <p>Send to: recruitment@waynemcgregor.com with Marketing & Content Manager in the subject line.</p>
Closing date:	12 noon Wednesday 12 June.
Interviews:	Shortlisted candidates will be informed on Thursday 13 June. Interviews will take place on Tuesday 18 June.

Studio Wayne McGregor is an equal opportunities employer.

JOB DESCRIPTION

Main objectives: To create and deliver the organizational communications strategy.

To create and deliver dynamic and engaging marketing campaigns across the range of Studio Wayne McGregor's work, including performances and projects, artist development, learning and engagement, research projects, studio rental.

To create and distribute compelling content to demonstrate the breadth and originality of Studio Wayne McGregor's work.

To manage and develop the Studio Wayne McGregor brand across all communications.

Responsible to: Executive Director

Key working relationships: Artistic Director, Director of Engagement, Company Producer, Re-staging Administrator, Studio Manager

Key Duties:

Campaigns

- Create a 3-year communications strategy to profile the core Studio Wayne McGregor vision.
- Develop and implement marketing and communications campaigns across the range of Studio Wayne McGregor's national and international work, including creating dynamic and innovative messaging, building a diverse range of target audiences, and raising profile nationally and internationally.
- Manage the creation of all assets related to marketing campaigns including copy, imagery, video, print, digital materials etc.
- Manage occasional events, projects and partnerships, as relevant opportunities for building audiences, profile and engagement.
- Monitor and evaluate campaigns to ensure effective audience engagement and wide reach, including collecting and analysing statistical information for both internal evaluation and external reporting.
- Support and monitor campaigns delivered by external organisations such as Company Wayne McGregor tour performances, re-stagings by other dance companies, and engagement projects delivered by other organisations.
- Create, maintain and distribute marketing packs for these external campaigns, ensuring they are correctly used by partners.
- Be responsible for the Marketing budget, including forecasting and on-budget delivery.

Content

- Manage the creation, development and distribution of original content to demonstrate the range of Studio Wayne McGregor's work, particularly film and digital content.
- Identify and recruit a diverse network of freelance creatives (designers, developers, photographers, filmmakers etc.) with which to create a range of creative content.
- Develop content with external partners.

- Manage the Studio Wayne McGregor website, social media and digital presence, ensuring a diverse range of varied, high quality content is regularly distributed and contributes to a cohesive narrative closely aligned with the core organizational vision.

Brand and communications

- Manage and steward the Studio Wayne McGregor brand (language, aesthetic, values) across all communications, internal and external.
- Support press and PR opportunities.
- Maintain awareness of current legislation, for example GDPR, and ensure compliance across the organization.

PERSON SPECIFICATION

Essential:

- Significant professional experience (3+ years) in a marketing, communications or content creation role.
- Experience devising, implementing, and evaluating marketing or communications campaigns.
- Knowledge of social media and website management (using CMS).
- A flexible approach, with creative problem-solving skills.
- Excellent spoken and written English, and well-presented work.
- Efficient and self-motivated with excellent planning skills, the ability to deal with multiple tasks at once, and act on own initiative.
- Organised and methodical, with strong attention to detail.
- Personable and a highly confident communicator, with the ability to maintain good relationships with a wide range of people.

Desirable:

- Interest and enthusiasm for the work of Studio Wayne McGregor.
- Experience in photography, film-making, or design.
- Experience of writing in a professional, journalistic or academic context.
- Experience of setting and managing budgets and financial targets.

Studio Wayne McGregor is an equal opportunities employer.