

## COMMUNICATIONS MANAGER



The Communications Manager is responsible for the voice of the Gate, ensuring our brand and communications align with our vision & mission, raising profile with artists, audiences and potential funders, and maximising income generation through ticket sales, bar and community fundraising.

Responsible to: General Manager (GM)

Key Relationships: Executive Director (ED)

### **Responsibilities:**

- Create and implement creative and strategic marketing campaigns for Gate Theatre activities, supporting the team to increase sales, profile and artist engagement.
- Manage the marketing budget, with all expenditure tracked accurately and consistently
- Coordinate all marketing collateral including the creation and design of print, digital, emails, advertising and promotions.
- Manage content creation (in-house where possible) to design and deliver across a range of formats including copywriting, photography, asset design and short-form video.
- Appoint and manage external contractors e.g. photographers
- Maintain the Gate theatre website, ensuring all information is up-to-date, correct and appropriate, working with the Gate's website

developer to ensure best performance, tracking and audience journeys

- Support the General Manager in delivery of the Bloomberg Digital Accelerator Programme, in particular content creation, website testing and launch
- Manage social media channels, incorporating learnings from the Bloomberg brand consultancy to plan and manage the social media calendar
- Liaison between PR consultant and creative companies to facilitate interviews and press coverage to promote productions
- Conduct detailed sales analysis and audience research through web analytics, Spektrix and social media engagement insights to input to reporting requirements for internal season debriefs, Board meetings and funder reports.
- Maintain an overview of box office systems to deliver season set up with the General Manager, and ensure best practice across GDPR and privacy policy.
- Liaison with Associate Companies to collate and present marketing information, copy and images for incoming productions in line with Gate branding guidelines
- Support the team in developing excellent customer experience, leading on collection and analysis of customer feedback (post-show surveys)
- Manage the stewardship and cultivation of current funders to engage them in our work, including invitations to events, processing

memberships, renewals, upgrades and recognition.

- Deliver communications for fundraising campaigns and administrative support around crowdfunding, employee giving and ticket top ups.
- Manage invitations to community groups, schools and papering as appropriate with support from the General Manager

This list of responsibilities is a guide to the nature of the work required of this role. It is not comprehensive or restrictive and may be reviewed as required. All Gate staff are expected to work collaboratively to undertake any other reasonable tasks for the benefit of the company.

### **Essential skills, qualities and experience**

- An interest in theatre and artist development
- An understanding and appreciation of the Gate's work
- Experience of planning and implementing social media communications
- Experience of delivering marketing campaigns and audience development strategies
- Experience of using box office and/or fundraising databases, ideally Spektrix
- Excellent copywriting and editing skills, with an ability to adapt communications to suit different audiences and platforms
- Design and asset creation skills (photography, photoshop, canva)

- Awareness and understanding of data privacy (GDPR)
- Excellent planning and organisational skills
- Attention to detail
- A proven ability to meet deadlines
- A proactive attitude to promoting diversity and inclusion across the sector

### **Desirable skills and experience**

- Experience in customer service
- Experience with donor stewardship or event management
- Experience of producing reports using Google Analytics and Meta insight tools.

**Salary:** £32,000 / year pro rata

**Annual Leave:** 22 days/year pro rata

This is a 3 day/week role and a fixed-term contract from start date until 31 March 2025, with the possibility of extension. The role will include a combination of remote and in-person at the venue in Islington.

Evening and weekend work will sometimes be required. The Gate operates a Time Off In Lieu (TOIL) system