

Bedford Players Trust

Job Description- Freelance Marketing and PR Co-ordinator for The Place Theatre, Bedford

Freelance Contract - 1 day a week x 45 week/ year . Fee £100 per day (£4,500 per annum)

This contractor will report to the trustees and will work alongside a Programme Co-ordinator and Admin Co-ordinator.

Their primary tasks will be.....

- a. To create an affordable marketing strategy for the venue and marketing plans for each professional production programmed by the Trust and to follow through that strategy to meet audience and income targets
- b. To identify local organisations to whom we can marketing relevant productions and to maintain those relationships
- c. Working closely with Admin Co-ordinator, to collate and finalise brochure copy and liaise with our designer, proof-reader and printer to get brochures and flyers out in a timely fashion
- d. To co-ordinate the overprinting of marketing material and distribution of brochures, posters and flyers and to manage marketing volunteers who will support this activity
- e. To act as main press/ media contact
- f. To circulate copy to the press and other media (e.g. radio) on a regular basis
- g. To manage our presence on Facebook and other social media including,
 - o scheduling regular posts (e.g. via Tweet Deck)
 - o co-ordinating content or offers for other admins on the platforms to share
 - o managing budget for Facebook paid advertisements
 - o analysing results to ensure value for money
- h. To arrange paid advertising (in line with the marketing strategy) and to liaise with the designer to generate copy in a timely manner and to monitor the effectiveness of paid advertising or distribution
- i. To create regular email newsletters and alerts and increase the number of people signed up to receive them
- j. To implement systems to monitor effectiveness of marketing including the use of marketing analysis

Criteria - The Trust is keen to appoint an experienced freelance marketer with demonstrable knowledge of the local area and of how to reach local audiences.

Expressions of interest should be submitted in writing to lp@theplacebedford.org.uk by 19 July 2017. Interviews will take place on Monday 31 July.