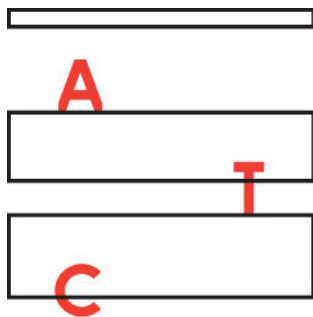




ACTORS TOURING COMPANY

MARKETING & ADMINISTRATION COORDINATOR

ATC is looking for a Marketing and Administration Coordinator to join our team. This is an exciting opportunity to develop your skills within a small, supportive team producing world-class theatre. You will be highly organised with excellent administration skills and be confident in making creative social media and marketing content. Ideally you will have two years' experience within a cultural organisation.

This is a full-time permanent role with a salary of £28,000 per annum



The Architect. Photo by David Levine

Marketing & Administration Coordinator Application Pack

Job Title: Marketing & Administration Coordinator

Responsible to: General Manager & Producer

Contract: Permanent

Actors Touring Company (ATC)

ATC is a portable portal to the world. Through our work, we connect global voices to local communities. Founded in 1980, we are the UK's leading theatre producer of international plays, producing a contemporary programme that amplifies and celebrates global artists from both within and beyond the UK. We are the only Arts Council England National Portfolio Organisation (NPO) with this dedicated mission. We have produced plays from the Middle East, Southeast Asia, Eastern, Northern and Central Europe, Australia and North America – bringing global stories to audiences across the UK. Our international touring includes taking our productions to Turkey, Finland, Spain and USA. Our recent work includes:

- Taking our award-winning production of *Tambo & Bones* on an 11-week mid-scale tour to 6 venues across the UK
- The Transformation Season, a season of work recognised for its innovation, excellence and impact on audiences
- Working alongside community groups and sanctuary seekers as artistic collaborators to devise *Bodies of Water*, a professional theatre piece for the 2024 Greenwich & Docklands International Festival, which gained national recognition
- Winning the 2023 UK Theatre Award for Design, for *Tambo & Bones*
- Being nominated for The Stage Awards 2024 including Innovation Award and Producer of the Year Award
- Named in Top Ten Theatre shows 2023 in Time Out and The Guardian
- Named in The Stage 100 2024
- Nominations for Black British Theatre Awards, The Offies, UK Theatre Awards

We engage audiences from global majority backgrounds and stand out for our commitment to having a deep understanding of who our audiences are, and what draws them to our work.

We are a progressive, values-led company with a small supportive team. We work flexibly from our office base at Brixton House. We are part of the Arts Council England National Portfolio.

For more information about our work please visit www.atctheatre.com

Overview of the Role

The Marketing and Administration Coordinator role is a key position within ATC, working across the marketing, audience development, producing and administration functions of the organisation. With support from our Marketing and Digital Engagement Consultant they will deliver the day-to-day marketing campaigns, primarily through digital channels. They will take the lead on audience development monitoring and evaluation, working closely with the Associate Director, and support the General Manager and Producer with production administration. This is an excellent opportunity to gain a broader understanding of all aspects of a producing theatre company.

Marketing

- With the Marketing Consultant deliver campaigns in line with artistic programme and projects (primarily via digital mediums)
- With the Marketing Consultant deliver institutional marketing and press activity for ATC
- Generate content and copy for social media platforms and website (news/blogs/events)
- Look after day-to-day social media campaigns
- Keep records of and evaluate the impact of marketing activity
- Monitor and maintain ATC's mailing list and create newsletters for stakeholders
- Organise relevant PS swaps
- Create simple designs via Canva for social media and digital displays
- Upload and caption video content on our channels
- Create Facebook and Instagram ads
- Support press enquiries, listings and send relevant images and information as required
- Liaise with artists and the team to promote and share announcements and information relating to key projects
- Oversee maintenance and updating of the company's website
- Liaise with graphic designers, printers, distribution houses and venues on marketing materials and assets; proofing copy and print, and arranging print delivery to venues
- Ensure accurate and up-to-date information is provided for the publication of play-texts and programmes

Audience Engagement and Development

- Support the Executive and Associate Director in the delivery of ATC's audience engagement and development strategy
- Oversee ATC's evaluation and monitoring framework
- Liaise with co-producers and venue partners to ensure ATC collects consistent data and data analysis
- Support the Associate Director and General Manager and Producer in planning and delivery audience engagement activities both digitally and in person at touring venues

Administration

- Undertake day-to-day administrative duties to support the Executive Director and General Manager & Producer
- Oversee day-to-day management of the ATC Office
- Assist with organising and setting up meetings and acting as executive assistant if required
- Support the Executive Director and General Manager & Producer with planning and delivery of donor and press events including creating guestlists, sending invites and maintaining a record of RSVPs, event logistics and catering as required
- If needed support the Executive Director with fundraising and development administration, managing correspondence with key funders and assisting with funding applications when required
- Ensure all donors and supporters are thanked appropriately and keeping records of correspondence
- Co-ordinate and minute weekly staff meetings

Productions

- Support the General Manager & Producer with administration across productions and projects
- Assist with the creation of information packs for each project to support project teams
- Liaise with tour and other project teams to arrange travel and other needs
- Create production tour packs for all company members including schedules, travel arrangements, venues details and essential information on each location
- Arrange travel and accommodation for ATC staff as required



Bodies of Water. Photo by David Levine



Tambo & Bones UK National Tour. Photo by Jane Hobson

Terms & Conditions

Salary: £28,000 per annum

Contract: Permanent

Working hours: Full time

Location: ATC offices are based in Carlton Mansions at Brixton House, 385 Coldharbour Lane, London SW9 8GL. We also work remotely

Travel to tour locations in the UK will form part of the role. Travel and accommodation expenses are paid in line with industry standard

Holidays: 25 days per annum plus all UK public and bank holidays

Pension: ATC offers a workplace pension plan with NEST currently with 5% employee and 3% employer contributions

Probation: Two months

Notice period: Two months (two weeks during probationary period)

Right to work: The post-holder must have the legal right to work in the UK

How to Apply

Please 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 online [Equal Opportunities Monitoring Form](#).

Email your completed application to:
Juliana Bearnse at recruitment@atctheatre.com

Please state **Marketing & Administration Coordinator** in the subject line.

Deadline for applications is **10am on Friday 24 October**

First interviews will take place online on **Monday 3 November**

If you would like to submit your application in a different format we would be happy to accommodate this, please contact recruitment@atctheatre.com



We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join us and influence and develop our working practice. We are particularly keen to hear from candidates from global majority backgrounds and candidates who self-identify as disabled and neurodivergent. All candidates who self-identify as disabled who demonstrate that they meet the essential criteria will be invited for interview. ATC is committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, caring responsibilities, disability, gender, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief, and sexual orientation.

If you would like an informal, confidential conversation to discuss the role please get in touch with Juliana Bearse, General Manager and Producer at recruitment@atctheatre.com



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