

JOB PROFILE	
Company:	Italia Conti Arts Centre Limited
Department:	Marketing & Events
Role:	Events & Outreach Manager (Part Time - 0.6FTE)
Reporting to:	Chief Operating Officer
Direct reports:	
Location:	Victoria Place, Woking
Salary:	Based on a full-time equivalent of £32,000 to £35,000 per annum

ROLE SUMMARY

The Events & Outreach Manager will lead on the management of all events and outreach activity, both internal and external at Italia Conti. This includes running Front of House for productions at our theatres in Woking, our annual showcases in the West End and exhibitions such as 'Move It', coordinating outreach activity, representing Italia Conti externally and, together with the Creative Content Assistant and Creative Web & Content Designer, social media content and advertising campaigns, and supporting with internal communications and events.

The role also involves planning and delivering a calendar of outreach events to raise the institution's profile, coordinating promotional materials and press activity, developing and maintaining relationships with industry professionals and agents, and overseeing communication to audiences and stakeholders. The Manager will contribute to content planning, support data tracking and evaluation, and ensure all work aligns with Italia Conti's goals, policies and procedures.

KEY ACTIVITIES

- Evolving and delivering a calendar of outreach events for Italia Conti that drives the institution's profile and reputation, improves our market share, our share of voice and ensures we connect with a broad network of stakeholders in order to grow our impact and outperform our competitors.
- Leading on the promotion of all external events and performances, including publicity and Front of House.
- In conjunction with the Marketing Team, contributing to the maintenance and development of Italia Conti's social media channels, ensuring stories and activity generated by Italia Conti is actively and innovatively promoted on social media.
- Planning, prioritising and delivering compelling copy and publications tailored to suit communication need.
- Arranging physical and digital promotional collateral such as programmes, prospectuses, leaflets, exhibition stands and welcome guides.
- Co-ordinating communications and press activity and identifying stories from staff and students to generate interest in Italia Conti.
- Maintaining a segmented database of Italia Conti's contacts (agents, audiences etc.).
- Developing and maintaining relationships with Performing Arts professionals ('Industry') to support graduate destinations.

<ul style="list-style-type: none"> • Leading on events planning and management for Italia Conti encompassing productions, showcases, exhibitions such as 'Move It' and outreach activity to diverse groups and promotional and internal events. • Collaborating with team members to achieve joint projects and objectives. • Analysing and evaluating marketing data to optimise return-on-investment and overall cost effectiveness of specific marketing activities. • Ensuring all activities undertaken are in compliance with Italia Conti's policies and procedures.

QUALIFICATIONS, KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED		
	Essential	Desirable
Qualifications/Education	<ul style="list-style-type: none"> • Educated to degree level in a relevant discipline or equivalent experience. 	<ul style="list-style-type: none"> • A marketing qualification from a relevant professional body (CIM or similar). • Relevant qualification in advertising, public relations, business, digital marketing, media and journalism or technical or relevant equivalent experience.
Knowledge/Skills	<ul style="list-style-type: none"> • Excellent influencing and communication skills and an open and collaborative style with the ability to build strong working relationships and communicate sensitively and effectively with a wide variety of people. • Knowledge of arts marketing gained through experience • Knowledge of performing arts training and routes into the profession. • Knowledge of events management in the arts and Front of House management for theatre performances. • Excellent IT skills. Conversant with Content Management Systems and all social media channels. Knowledge of Microsoft Office applications. 	<ul style="list-style-type: none"> • Knowledge of FE or HE institutions gained through studying or working. • Understanding of the UK performing arts training landscape, including pathways into higher-level study and the industry.

	<ul style="list-style-type: none"> • Personal integrity and high standards for self and others. • Strong organisational skills and experience of organizing events in the arts. • High level of ability in planning and prioritising. 	
Experience	<ul style="list-style-type: none"> • Previous demonstrable experience in a marketing role, preferably in the performing arts. • Experience of creating publications and materials that promote an organisation and align with its brand. • Experience of using Content Management Systems. • Experience of organising events, preferably in the arts. • Experience of outreach and widening participation activity. • Experience of working as part of a team. 	<ul style="list-style-type: none"> • Experience of working in an FE or HE institution. • Experience engaging with performing arts industry professionals such as agents, casting directors or producers, ideally in a collaborative or promotional context. • Experience in student recruitment, including engagement at events, exhibitions or school/college visits.
<p><i>The above duties will inevitably change as the work of Italia Conti develops. The post-holder should therefore expect periodic variations to this job description. This job description may also be supplemented on a regular basis by individual objectives derived from Italia Conti's strategies.</i></p> <p><i>The post involves commitment to working outside the normal hours and a willingness to work flexibly is expected, particularly during the 2 week periods when student performances are taking place which will represent a peak of work (usually the penultimate 2 weeks of each term)</i></p> <p><i>There is an expectation that all employees will maintain the values of the Italia Conti and will comply with its code of conduct as well as equality and diversity, health and safety and safeguarding policies.</i></p>		