



MARKETING MANAGER AT TALL STORIES THEATRE COMPANY

Dear Applicant,

Thank you for your interest in this role. We hope that you find this application pack useful. The following information is included:

- An overview of Tall Stories' work
- The job description and person specification
- How to apply and the timeline of the recruitment process
- A link to our Referee Form and online Equal Opportunities Monitoring Form

If you have any questions about the role, the company or application process, please phone 020 8348 0080 or contact Lucy Wood on lucy@tallstories.org.uk.

We are looking forward to hearing from you.

Best wishes,

Lucy Wood
Executive Director





About Tall Stories

Tall Stories is a registered charity that brings great stories to life for audiences of all ages. We have become known for our unique brand of humorous physical storytelling theatre, and our touring work that is primarily, but not exclusively, for a family audience. Now in our 25th year, we create medium and large scale shows which subsidise smaller scale tours, performing in the UK, West End and across the globe.

We perform at a wide range of venues from regional theatres in the UK to the West End to Sydney Opera House to Broadway and beyond. An average year at Tall Stories would involve approximately 10 weeks performing in the West End, c70 touring weeks in the UK/Eire and c30 international touring weeks.

It's an exciting time to join the organisation; we have recently partnered with Islington Council to transform a previously underused section of Central Library on Holloway Road into a storytelling hub for the company. We now have an administrative base, alongside a large studio space suitable for rehearsals and performances for an audience of up to 80.

For further information about the company please look at our website:
www.tallstories.org.uk



Photo: Tall Stories Studio in Central Library, Holloway Road, Islington



Our programme of work 2021/2022 currently includes:

The Gruffalo: Christmas and regional tour

The Snail and the Whale: regional tour

Room on the Broom: West End and tour

The Gruffalo's Child: West End and tour

The Smeds and the Smoos: regional tour

The Canterville Ghost: Southwark Playhouse, regional tour

Tall Stories Studio: programme of events, workshops and performances.

The Company

Artistic Director Toby Mitchell

Executive Director Lucy Wood

Creative Programme Manager Natalia Scorer

Production Coordinator Harriet Billington

Production Assistant Robyn Wilson

Finance Manager Sheila McClenaghan



Role Details

- Full time role but we will consider 4 days a week for the right candidate
- We have recently adopted a flexible working arrangement
- 60% of working hours will need to be at the company's Islington base
- Initial 2 year fixed term employment contract
- Salary: £26-29K depending on experience
- Holiday: 20 days excluding bank holidays
- Reports to Executive Director
- 3 months probationary period
- This is a new role within the organisation

Job description

Strategy

- Alongside the Artistic Director and Executive Director, create the marketing strategy for the company and projects
- Jointly lead on Tall Stories brand development; including website content, online events, digital access and inclusion
- Have responsibility for the company's website and company's online presence
- Collaborate with all members of the team on the development of Tall Stories' overall vision



Marketing and publicity

- Oversee the creation and implementation of marketing and press campaigns and activity for each production/venue.
- Oversee the production and delivery of all copy and artwork for all productions
- Agree marketing budgets with the Executive Director and take overall responsibility for tracking and reporting expenditure, and ensuring activity is within budget
- Create, compile, distribute weekly tour sales trackers
- Work closely with our Tour Booker, Production Coordinator, venues and ticket agents to ensure timely and coordinated on-sales
- Recruit and manage designers to create and distribute assets to all venues
- Sign off any marketing materials produced and ensure our branding and style guidelines are adhered to internally and externally
- Produce press releases in collaboration with PR consultants
- Manage the compilation of print orders and liaise directly with venues, designers and printers on costings and approvals
- Work with marketing and production teams in coordinating/scheduling events, opening performances, gala events or other special occasions as required
- Actively seek out new promotional opportunities with ticket agents and partners
- Evaluate and analyse campaign performance
- Manage company mailing list and database

Digital Marketing and Social Media

- Oversee all digital marketing activity including digital advertising, website content, social media, trailers and e-newsletters
- Manage Tall Stories' marketing and communications policies making sure that the company is GDPR compliant
- Manage the company's profiles on Facebook, Twitter and Instagram; oversee and approve the Production Assistant's schedule of content



Other

- Keep up to date with latest marketing and audience development initiatives and trial appropriate new innovations
- Undertake other duties and research as reasonably required



Person Specification

Essential

- A minimum of three years' experience in marketing theatre either within a venue or theatre company
- Successful track record of developing and implementing marketing plans in theatrical settings
- Excellent writing, editing and proofing skills
- Ability to prioritise and work independently
- Ability to work as a team
- Experience managing project budgets
- The ability to initiate and build strong working relationships with venues and freelancers working in the team

Desirable

- Knowledge of regional tour venues
- Passion for theatre for families
- Experience of working with a well-known brand and a style guide
- Knowledge of Islington and its communities
- An ability to demonstrate experience at leadership level
- An ability to demonstrate experience at strategic level
- Experience with InDesign, Photoshop, etc.
- Experience of working with ticketing agencies

If you are excited about what we do and feel that you meet the person specification, we would love to hear from you.



Future Perfect performs in schools



How to apply:

- Write a cover letter (no more than two sides of A4) or prepare a short video/audio file saying why you are interested in working for Tall Stories, how you meet the person specification and how your experience is relevant to the job description.
- Download your referee form [here](#) and your Equal Opportunities Monitoring Form [here](#).
- Email your CV, cover letter, Referee Form and Equal Opportunities Form to recruitment@tallstories.org.uk with the header "Tall Stories Marketing Manager" by Monday 2nd August 9am.

Tall Stories strives to be an Equal Opportunities Employer and to ensure that no person is unfairly discriminated against in its recruitment and selection policies and procedures. Tall Stories welcomes applications from all sectors of the community, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation or any other equality characteristic and makes appointments based solely on the ability to fulfil the duties of the post.

Timeline

The closing date for completed applications to be submitted online is Monday 2 August 9am. Shortlisted candidates will be contacted by phone or email and invited to an interview on Monday 9 or 10 August. Please let us know if you are not available for these dates in your application. The role will start from September or October, depending on availability and notice period of the successful applicant.

Key dates

Application deadline: Monday 2 August 9am

Interviews: Monday 9 or Tuesday 10 August

Second interviews: Friday 13 August



Audience at *The Gruffalo*



If you would like to have an informal chat about the role, do drop us a line at lucy@tallstories.org.uk and we'll arrange a convenient time.

We are committed to making reasonable adjustments to support access requirements. If you require access support in order to apply or would like to discuss the office environment, working arrangements, access requirements or potential adaptations, or have any questions around access and inclusion please contact lucy@tallstories.org.uk.

Data Protection

Your application and any associated personal information will be stored and processed in accordance with our Privacy Policy and destroyed after six months. We will keep your equal opportunities form for a period of six months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are employed by us, the information you supply will be kept securely and will form part of your employment record. All information will be treated in confidence and will not be seen by staff directly involved in the appointment and used only to provide information for monitoring and evaluation purposes.

