

TRIGGER

Marketing and Communications Manager

If you need this pack in a different format please contact our Finance & Operations Manager on natalieskidmore@triggerstuff.co.uk or phone **0117 403 4260** Tuesday - Thursday between 9am and 5pm.

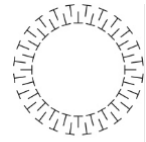
ABOUT TRIGGER

Trigger dream-up, create and produce bold and brave live events. We interrupt daily life, reimagine and revive public spaces and put audiences and togetherness at the heart of everything we do. Our work is accessible, inclusive and boundary pushing. It's always memorable, often large-scale and outdoors. We create epic imaginative spaces, fly giant dragons and grow magical pop-up gardens. We showcase new, emerging, inspiring talent. Our work highlights issues that are important to us all, even if they are difficult to navigate. Trigger is for everyone, and everyone is invited.



We are motivated by social and ethical issues, we explore often taboo or difficult issues in light, fun and joyful ways. We care more about the impact of the work on the audience than we do about fitting into a particular art form.

Trigger is a registered charity and is led by female Global Majority Co-Directors Angie Bual and Natalie Adams. Our core team and operational base is located in the village of Blagdon in The Old Post Office, North Somerset (a levelling up priority place).



TRIGGER

In the last three years our work has been experienced by a live audience of over 250,000 people, engaged 3,000 through our education and outreach programmes and trained over 80 backstage and technical trainees. This is an exciting time to join Trigger with a bold and ambitious programme of work planned including The Hatchling in Wakefield as part of their year of culture, TEABREAK touring UK festivals this summer and Humanity Hotel supporting asylum seekers and refugees in North Somerset, and more to be announced.

www.triggerstuff.co.uk



JOB DESCRIPTION

ROLE SUMMARY

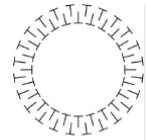
The Marketing and Communications Manager works closely with the Co-Directors and producing team to create effective brand, marketing and audience development strategies across all aspects of Trigger's activity, and creates and delivers bold and effective campaigns to maximise audience attendance and participation.

The right candidate will have a proactive and creative approach to marketing, brand development and audience development. Knowledge and experience in developing digital content and social media reach, exceptional communication skills (verbal and written) and comfortable forming relationships with a range of stakeholders, contractors and suppliers.

RESPONSIBLE TO

Executive Director & Joint CEO

RESPONSIBLE FOR



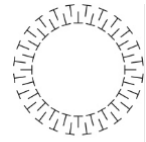
TRIGGER

Press Rep, Branding agencies, Assistant Producer & Marketing Officer, Freelancers, Trainees, Placements and Volunteers as required.

KEY RESPONSIBILITIES

Marketing & Communications

- Develop and deliver an effective communications strategy across the creative programme (including digital, marketing, advertising, and PR) that deepens audience engagement and develops an audience base in each project's locality.
- Manage the central comms calendar and take a pro-active approach to scheduling and flagging any potential clashes, with a focus on realistic deliverables.
- Provide communications, marketing, and digital advice to Trigger in support of the overall vision and objectives of the project.
- Lead on the development and design of partner information packs in collaboration with the producing team.
- In collaboration with the Co-Directors, appoint and manage a PR agencies and designers.
- Develop Trigger's press lists and relationships.
- Act as the company lead for ensuring quality, accuracy, and consistency of all external communications.
- Work closely with the Directors to understand and advance the aesthetic of the Trigger brand and profile.
- Write and develop copy for projects ensuring it is imaginative and tonally appropriate.
- Write, design, and circulate project e-newsletters and promotional emails.
- Assist the producing teams with the co-ordination of promotional videos and other recorded content as needed for the project.
- Ensure all public-facing materials contain accurate and appropriate crediting for Trigger, the projects, and partners.
- Work with designers to develop the project brands and communicate brand guidelines to all partners.
- Sets and leads marketing and communications meetings for all projects.
- Support with partnership deliverables.
- Develop relationships with external partners for cross marketing opportunities.
- Create and implement digital content strategies for projects and ancillary activities.
- Oversee the development of the project websites.
- Supported by the Assistant Producer and Marketing Officer, ensure the company's websites are up to date.
- Manage all company social media channels ensuring content is both brand-consistent and creative.
- Manage documentation for projects, including appointment and management of content creators, photographers and film makers to oversee the creation of content, image, films for promotional and archival purposes.
- Keep up to date with the latest performing arts marketing trends and ideas, ensuring Trigger brand and profile remain fresh.



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Audience Development & Evaluation

- Support the Senior Producers by communicating the project's audience development and learning and participation strategies.
- Ensure that all projects meet statutory GDPR requirements on data collection.
- Regular analysis of audience data and reporting across all projects.
- Identify potential areas of audience growth and develop targeted campaigns.
- Oversee the audience database, data collection, analysis, and audience research, gathering and analysing audience information to assist the company in business planning, communications and funder reporting.
- Ensure evaluation and data collection is embedded in the project from the start, working with in-house team and partners to ensure best practice.
- Report project evaluation data to Arts Council England using the Illuminate platform.
- Ensure sustainability criteria are met where possible, across all areas of project planning and delivery.

Fundraising

- With the wider team, collaborate and contribute to the company's fundraising strategy.
- Identify opportunities for fundraising and income generation.
- To develop and write bids towards projects and core activity, maximising the company's charitable status through Trusts & Foundations, Individual Giving and Corporate Sponsorship.
- Lead on reporting to funders, in collaboration with the Finance and Operations Manager, on a monthly, quarterly, and annual basis.

Financial

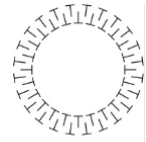
- Manage and report on marketing budgets: maximising to ensure value for money, working closely with the Co-Directors and the Finance and Operations Manager.

Management & HR

- Line manage the Assistant Producer & Marketing Officer, Freelancers, Trainees and Placements as required.
- To play an active part in the development, promotion, and implementation of company policies (including sustainability, safeguarding, health & safety, equality, and staff handbook).
- Inspire the company's staff and promote best practice and equality of opportunity.
- Champion mentoring and training, as part of the wider team.

Operations & Administration

- Draft deliverables and deal memos for the production of contracts for project teams, working closely with the Finance & Operations team and Executive Director.



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General

- Full participation in company activity, meetings, and processes. Attendance to regular Trigger and industry events.
- Advocate for and champion the work of Trigger and the company.
- Integrate AI tools as part of working practise.
- Any other duties as required by the company in order to fulfil its objective.
- To act at all times in the best interests of the Trigger.
- To be an enthusiastic advocate of Trigger and have a thorough. understanding of the company's mission, vision and aims.
- Support in cultivating and managing relationships with a range of stakeholders and partners that may not be project specific but company relevant.
- Advocate and champion, the work of Trigger and the company within the Southwest, the arts sector and beyond.
- Undertake any additional tasks as may be required by the Co-Directors.

PERSON SPECIFICATION

You will be creative, a brilliant copy writer and communicator, thrive when working collaboratively with others and have a keen eye for detail. You will enjoy creating engaging campaigns and developing audiences and engagement.

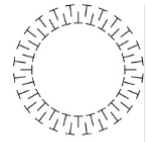
Skills & Attributes

- IT skills and proficiency with Microsoft Office, Google Docs, Adobe Creative Cloud Suite, InDesign and Canva
- Great interpersonal and communication skills
- Excellent organisational skills and attention to detail
- Excellent time management and the ability to work well under pressure and to tight deadlines
- Ability to work collaboratively across different teams and proactively manage stakeholder relationships
- Ability to work in an agile environment, to be proactive and fast-paced
- The willingness and dedication to learn new skills as required
- A keen interest in the arts

Knowledge & Experience

Essential

- At least 3 years' experience as a marketing practitioner, developing and implementing content strategies
- Experience of managing marketing budgets
- Experience of managing PR agencies
- Excellent copywriting, copyediting and proofreading skills
- Experience of managing a social media scheduling platform



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- Proven track record in achieving campaign targets & audience numbers across live and digital

Desirable

- Experience of working in outdoor arts
 - Awareness of making marketing material accessible to and inclusive of a wider audience
 - Understanding of evaluation methodologies, data collection and reporting
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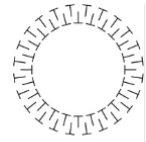
SUMMARY OF TERMS - TRIGGER MARKETING AND COMMUNICATIONS MANAGER

SALARY:	£32,000 per annum
CONTRACT:	Full-Time
ANNUAL LEAVE:	25 days holiday per annum + UK bank holidays.
PENSION:	3% employer contribution
WORKING HOURS:	Standard 40 hours (including lunch break) per week (usual office hours 9am-5pm). Due to the nature of the role, some evening or weekend work may be required and Trigger offer a TOIL policy.
PLACE OF WORK:	The Old Post Office, High Street, Blagdon, North Somerset, BS40 7RA

BENEFITS

Trigger believes in developing a culture at work that offers flexibility to ensure employees have opportunities to enjoy a good work/life balance to maintain their wellbeing and create a positive impact on their work. This includes the following benefits:

- Idyllic rural location in the Mendip Hills in North Somerset
- Generous flexible working policy including 'Flexi-Fridays' and working from home on Mondays.



TRIGGER

- Annual training & career development budget
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HOW TO APPLY

To apply for the position, please provide the following information by 9am, Monday 12th February 2024:

- A comprehensive CV detailing your education and work experience.
- A covering letter (maximum two A4 sides) describing your suitability for the position and specifically how your experience matches the role, job description and person specification.
- A completed equal opportunities form available [here](#)

Applicants should also provide contact details for two references, we will seek your permission before making direct contact with any referees. Please note that it is likely we will seek to take up one reference for candidates progressing to the second interview, prior to making an offer. This will be discussed at the first interview. All offers of employment will be subject to the receipt of satisfactory references. All applicants must be eligible to work within the UK.

Should you wish to apply in an alternative format please contact us on 0117 403 4260 or email us at recruitment@triggerstuff.co.uk.

Please submit your application by email with 'Marketing and Communications Manager' in the subject line to recruitment@triggerstuff.co.uk.

RECRUITMENT TIMELINE

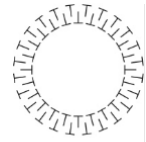
Application Deadline: 9am, Monday 12th February 2024

Interviews

First round: Thursday 15th February – online via Microsoft Teams. Please do let us know within your application if you are not available on this day for an interview.

Second round: Tuesday 20th February – in person at our office in Blagdon, travel expenses will be reimbursed.

EQUAL OPPORTUNITIES



TRIGGER

Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made.

Trigger 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. Trigger 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 ability to fulfil the duties of the post. We actively welcome applications from individuals with backgrounds currently under-represented in the arts. Additional - flexible working will be considered for the right candidate.

Your application and any associated personal information will be stored and processed in accordance with our Privacy Policy. We will keep your equal opportunities form for a period of 6 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.