

Vacancy Role: Marketing and Communications Manager

Reports to: Artistic Director & Chief Executive, Utopia Theatre

Salary: £26,000 to £29,000 depending on experience (pro-rata)

Contract type: Fixed Term – 2 Days per week (Subject to a six-month probationary period)

Closing date: Friday 29th September 2023

Interview Dates: Thursday 12th and Friday 13th October 2023

About Utopia Theatre

Utopia Theatre is a leading voice for African Theatre in the UK. Formed in 2012 by director Mojisola Kareem-Elufowoju, with a mission to bring contemporary work celebrating elements of life, culture, language and traditions from Africa to the British stage. The company is based in Sheffield and was provided with residency premises at Sheffield Theatres in 2016. We present productions there and tour nationally and internationally. We also pride ourselves on our ability to deliver our work both live and digitally, the latter enabled through the creation of a wealth of online resources and digital events. Our mission is to actively engage African communities, facilitate the development of emerging artists and foster dialogue and creative exchanges. [Click here to find out more about Utopia and our work.](#)

Job Purpose

Utopia is at a pivotal moment in its journey. We have received Arts Council England National Portfolio Organisation status. We are looking for an experienced Marketing and Communications Manager who can work closely with the Artistic Director/Chief Executive in developing and owning the external voice of Utopia Theatre, ensuring it is consistent and aligns with the wider strategic vision to prioritise broader representation within the creative industries. In this role, you will be responsible for devising and delivering the overall marketing, communications, and audience development strategy for the organisation, elevating the profile and work of Utopia Theatre, both locally, nationally, and internationally. This is a unique opportunity for someone to grow and develop alongside Utopia, and we are actively seeking experience from a broad range of industries.

Key Responsibilities

Marketing

- Lead and develop a marketing and communications plan that supports Utopia Theatre's vision as an industry leader for championing the arts and building a diverse and inclusive community.
- Bring a creative approach to devising innovative and effective multi-channel campaigns for our different areas of work, including touring productions, digital content, youth drama academy, events. To champion the continuing evolution of Utopia Theatre's brand, to best reflect and articulate the company's mission and vision.
- Manage and develop the Utopia Theatre website ensuring content remains relevant, up to date and serves the needs of different users.
- In charge of the creation and distribution of all promotional materials.
- Manage Utopia Theatre's digital media to enhance Utopia's reputation, reach and impact, deepening engagement with wider audiences

Press and Communications

We are looking for an experienced and dynamic individual to lead and own the marketing strategy for Utopia. If you are creative, organised, a great communicator and share a commitment to our mission and values, we want to hear from you.

- To work closely with Utopia Theatre's external PR on all press and communications strategies helping ensure maximum coverage is achieved.
- To monitor press coverage and revise strategies accordingly.
- To support the CEO/Artistic Director and other team members in drafting communications pieces as and when required, guiding style and tone.

Audience Development

- To retain and grow Utopia Theatre's regular audience using surveys, Audience Finder, and any other resources to analyse audience data and adjust strategy accordingly.
- Manage audience data, including collection, storage, and usage in line with UK Data Protection legislation and our Arts Council England National Portfolio funding agreement.
- Identify local organisations to strengthen Utopia Theatre's connections to the communities in Sheffield and surrounding areas by building relationships and developing partnerships.

Miscellaneous

- Have a clear understanding of data restrictions and legislation, including GDPR
- Attend staff meetings, training sessions and other events, some of which may take place outside normal working hours.
- Undertake other duties as may be reasonably required to support Utopia Theatre activities.
- Advocate for Utopia Theatre externally.
- At all times to carry out duties and responsibilities regarding Utopia Theatre's policies and procedures.

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment. This list of responsibilities is not exhaustive and the Marketing and Communications Manager may be required to perform additional duties as required by the Artistic Director/Chief Executive or the Board of Directors. The Marketing and Communications Manager would also be encouraged to be involved in the activities of the Theatre, including attending events, workshops, script readings, production read throughs and production previews.

How to apply

Please send applications in the form of a covering letter (no more than two sides of A4) and a CV addressed to Mojisola Kareem-Elufowoju and either emailed to director@utopiatheatre.co.uk or sent by post to:

Mojisola Kareem-Elufowoju,
CEO and Artistic Director, Utopia Theatre,

The Crucible, 55 Norfolk Street.
Sheffield, S1 1DA.

Utopia Theatre welcomes and encourages applications from everyone regardless of their age, gender identity, ethnicity, religion or belief, sexual orientation, disability or nationality. We look forward to receiving your application.