



MAYK

Job Pack: Marketing and Digital Manager for MAYK and Paraorchestra

Thank you for your interest in working with MAYK and Paraorchestra. Both organisations seek a confident and versatile arts marketer to support marketing and communications for all Paraorchestra and MAYK projects, tours, and digital output.

This is a new role for both organisations, and the first time we have shared a resource in this way, and so this is an exciting opportunity to be part of an innovative new approach, working within two leading arts production companies simultaneously.

Paraorchestra

We are changing the face of the 21st Century orchestra, through our work as a large-scale producer of inclusive, ambitious contemporary music events. Since our charity was launched in 2015, Paraorchestra has been on a steep and successful path of growth. We work with ensembles of professional disabled and non-disabled musicians, playing acoustic, digital, and analogue instruments, creating unique and pioneering music experiences. Innovative audience-centred artistic work, such as *The Nature of Why* (a co-production with MAYK for Mayfest 2018) and *The Anatomy of the Orchestra* has re-purposed the concept of what an orchestra can be, provoking emotive and enthralled responses. In 2019, we delivered almost 30 performances and reached over 28,000 people.

Led by Artistic Director Charles Hazlewood, and Chief Executive Jonathan Harper, Paraorchestra has a permanent team of seven staff who work alongside a mix of freelancers.

We're looking to a bright future; rising to the challenges faced by the industry in the wake of COVID-19 we continue to stretch our artistic ambition, broadening our engagement with emerging talent and with new technology and, in time, reaching increasing numbers of venues and festivals. To do this we are setting ourselves some stretching targets and we want to expand our team to achieve these goals.

The Paraorchestra and Friends

Office: 2nd Floor, The Station, Bristol, BS1 2AG

Artistic Director: Charles Hazlewood | www.paraorchestra.com | [@paraorchestra](https://twitter.com/paraorchestra)

Registered Charity no: 1163725 | Company no: 07874922 | V.A.T. no: 142 0373 52





MAYK

We are at a pivotal moment in our journey, and the role of Marketing and Digital Manager is crucial to our future success as we develop and build on our brand, communications strategy, and digital output.

MAYK:

MAYK is one of the country's leading live performance producing organisations. Based in Bristol but working internationally, our mission is to make important, unexpected, revelatory work with visionary artists that changes our experience of the world and each other. We create dynamic meeting points for participation in world-class live performance both in and out of traditional art spaces.

We are acclaimed for identifying and nurturing visionary artists and for producing projects of ambition across different scales, with integrity, rigour and humour. We are motivated by the world we live in now; its challenges, and its beauty. We are inspired by people and by community and as we consider our immediate context by the urgency of both protest and inclusion.

Led by Co-Directors Kate Yedigaroff and Matthew Austin, MAYK is at the beginning of a period of growth. The Marketing and Communications Manager will join a team that includes a Senior Producer, Administrator, and a team of freelancers who join us for specific projects.

MAYK curate and produce Mayfest – Bristol's international festival of theatre and are a lead partner on Horizon, a major new international showcase of performance created in England at the Edinburgh Festivals.

Contract

This is not a role with weekly time split meticulously between the two teams. You will be required to manage your time across both organisations through the working week, flexing according to project demands. For example, some weeks may see you spending significantly more time with one organisation than the other and we envisage this will even out over time. MAYK and Paraorchestra recognise that this is a new way of working for all of us and will



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require each organisation to communicate in order to ensure that all parties (including the chosen candidate) benefit.

Whilst this is initially a 12-month contract it is our full intention for this to be a permanent position should the nature of a shared role between the two organisations prove to be successful and suitable for all three parties.

The formal contracting of the role will be via Paraorchestra. Whilst not exhaustive, this will encompass payroll; pension contributions (4% company / 5 % employee); holiday entitlement (25 days) and IT.

Applications

To apply, please send a CV and covering letter explaining how your experience, skills and personal attributes are right for the role to admin@mayk.org.uk. Your covering letter can be a video or an audio file (no longer than 4 minutes) or written (no more than 2 sides of A4).

Please download and return a completed [equal opportunities monitoring form](#) along with your application.

If you have any further questions about the application process, or if you have any access needs and require support with your application please email: admin@mayk.org.uk and let us know how best to contact you.

Key Dates

The deadline for applications is **5pm on Friday 8 October**. Interviews will take place week commencing **18th October**.

Paraorchestra and MAYK administration and producing teams are majority white, cisgender, and non-disabled. We believe our work will be stronger with greater diversity and welcome applications from those who bring difference.

We recognise that the arts have not been a go-to employer for anyone who identifies as disabled. We want to act positively and change this. If you are



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disabled and you meet the essential criteria for the role, we will guarantee you an interview.

Thanks again for your interest in the role and we look forward to reading your application.

Warm wishes

Jonathan Harper
Chief Executive Officer
Paraorchestra

Matthew Austin and Kate Yedigaroff
Co-Directors
MAYK



The logo for MAYK, consisting of the letters 'MAYK' in a bold, white, sans-serif font centered within a solid red rectangular background.

Marketing and Digital Manager, Paraorchestra and MAYK

Job Description

Position: Marketing and Digital Manager

Reports to: Head of Communications (Paraorchestra) | Co-Director (MAYK)

Works with: *Paraorchestra* – Head of Communications, Executive Producer; Producing Team; Artistic Team

MAYK – Co-Directors, Senior Producer; Mayfest Marketing Manager; Producing Team

Terms: Full-time, 12 months fixed term (four-month probation period)
We wish to be flexible for the right candidate, so please outline an alternative proposition if appropriate.
Whilst this is initially a 12-month contract it is our full intention for this to be a permanent position should the nature of a shared role between the two organisations prove to be successful and suitable for all three parties.
£27,500 per year + contributory pension
25 days leave (plus statutory public holidays)

Location: Bristol

The Role

Both MAYK and Paraorchestra seek a confident, experienced, and versatile arts marketer to deliver marketing and communications for all Paraorchestra and MAYK projects, tours, and digital output.

The role is full-time and your time will be spent across both organisations, flexing according to project demands. It is essential that you can independently manage and prioritise your workload for the two organisations, maintaining excellent communication with your line manager in each and attending regular team and project meetings with both organisations.

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You should be seeking ways to take advantage of a shared marketing resource, identifying ways of conserving time and resources, considering cross-project communications to avoid clashes and make the most of things happening at the same time.

You should have strong experience of marketing touring productions/projects and/or venue marketing experience (or within other relevant cultural sector organisations or creative industries) creating and executing targeted campaigns, be able to lead confidently on all social media communications, and have excellent written word.

Roles and Responsibilities

General Marketing and Communications

- Creating engaging written content and images for www.paraorchestra.com & www.mayk.org.uk ensuring both remain accurate and up to date
- Leading on, creating engaging content for, and monitoring, social media channels for both organisations (Twitter, Facebook and Instagram)
- Supporting PR and maintaining relationships with local (Bristol) press
- Creating digital assets for web and social media - either in collaboration with a graphic designer, or in Photoshop
- Creating and sending regular e-shots to audiences, artists, and stakeholders
- Managing data and mailing lists
- Feeding into overall communications plans for 2021-22 and supporting their execution
- Supporting brand development
- Supporting the monitoring and evaluation of audiences and artists relating to artistic projects or funding requirements.

Project Marketing and Communications

To plan, implement, and monitor creative and dynamic marketing campaigns for each project, across multiple platforms and mediums, which may include:

- Preparing detailed project design briefs
- Developing project images and assets – either in collaboration with a designer or in Photoshop
- Planning, executing, and monitoring social media communications and advertising campaigns
- Creating and updating venue marketing packs with copy, assets, press quotes, images etc
- Liaising with project partners / venue marketing teams to develop strong relationships and maximise opportunities
- Supporting on trailer production
- Monitoring and reporting sales information
- Creating project supporting literature e.g. freesheets
- On the ground support on photography and filming
- Post-event evaluation and reporting

Other:

- Supporting on other advocacy documentation such as Annual Reviews
- Supporting funding campaigns and applications
- Travel to and being onsite to support projects
- Having a presence and a voice amongst city-wide marketing forums (eg Bristol Arts Marketing) and industry specific forums (eg We Shall Not Be Removed)

Person Specification

Essential

- Significant experience of developing and delivering successful marketing campaigns within the cultural sector/creative industries
- Demonstrable experience leading on social media communications, adapting tone and content to suit each channel and organisation
- Competence in using website content management systems
- A good understanding and experience of planning and executing online marketing campaigns via Facebook and Instagram
- Ability to work on own initiative and to seek support when necessary
- A sound knowledge of equality, diversity, and inclusive approaches and of the Social Model of Disability
- Excellent communications and IT skills
- Excellent copywriting and proof-reading skills
- Excellent oral and written communication skills
- Excellent interpersonal skills and ability to relate well to people at all levels
- A high level of self-motivation
- An ability to think creatively

Desirable:

- Basic graphic design skills – eg resizing images and creating social media assets
- An understanding of General Data Protection Regulation, 2016 (GDPR) and the Privacy and Electronic Communications Regulations, 2003 (PECR).
- Experience of reaching new audiences through audience development initiatives