



## Recruitment Pack for Senior Marketing Officer, June 2022

Thank you for your interest in joining Polka.  
*"The place to be for children's theatre"* [ayoungertheatre.com](http://ayoungertheatre.com)



This recruitment pack is designed to tell you more about us, the job role you would be doing, the skills and experience you would bring to the role and the qualities and values we're looking for. It also explains how you can apply and the interview process.

If you have any feedback or questions about this recruitment pack or require it in a different format, please let us know. We can be contacted on 020 8543 4888 or email [ed@polkatheatre.com](mailto:ed@polkatheatre.com).

We look forward to receiving your application by **9am on Tuesday 5<sup>th</sup> July 2022**.

## Equal Opportunities

Polka's commitment as an equal opportunities employer means we are keen to encourage applications from people of colour, people across the gender spectrum and people who self-identify as disabled, who are underrepresented in our sector.

Our newly redeveloped venue is accessible for wheelchairs and prams/buggies; most spaces can be accessed step-free.

As a children's theatre we are generally open during the daytimes and weekends rather than evenings, making us well suited to people who have families and/or other caring responsibilities outside of work.

As an important part of our local community in Wimbledon and the London borough of Merton, we are also well suited to people who live nearby and are looking to work locally, rather than travel into or through central London.





## About Polka

Polka is a pioneering national theatre for children based in Wimbledon, South West London. The first UK venue to be created exclusively for young audiences, we celebrated our 40th anniversary in 2019. We are one of just a handful of dedicated children's venues in the UK. Presenting a year-round programme of new work made at Polka, visiting shows, and Creative Learning activities for 0-12 year olds, we continue to pioneer developments in children's theatre, nurture artistic talent in the sector, and maintain an international reputation while serving local communities.

Polka is a charity and Arts Council England National Portfolio Organisation. Our mission is to empower children to navigate their world through inspirational theatre and creative experiences. Over 100,000 people visit us each year and a further 18,000+ take part in creative learning and community activities. We involve children at every stage of the creative process and lead the way in Early Years theatre for under 6s together with our academic collaborators and the EU-funded small size network.

Inclusivity is and always has been an integral part of the company's offer. In 2007, Polka pioneered relaxed performances for children on the autistic spectrum, a model which continues to be replicated across the cultural sector. We run a free ticketing scheme, enabling children from deprived areas to experience live theatre for the first time, and a range of initiatives that provide opportunities for children with particular access needs or who live in challenging circumstances to participate in our activities. We offer opportunities for all children and families regardless of age, ability, culture or background, to engage in theatre.

This is an exciting time to be joining Polka. Since opening our Wimbledon home in 1979, over 3.5 million children, parents, teachers and carers have been through our doors and we now have an opportunity to redevelop and reimagine Polka for future generations. Our redeveloped venue opened to the public in summer 2021.

For more information about Polka Theatre and our work, please visit [www.polkatheatre.com](http://www.polkatheatre.com)

Polka is funded by Arts Council England, London, registered charity number 256979.



## Vision and Values

Polka's mission is to 'empower children to navigate their world through inspirational theatre and creative experiences.' We are looking for people who are conscientious, proactive and reliable in their approach to work with a willingness to learn and ability to adapt to changes and share Polka's vision:

**Improving children's lives, bringing communities together, creating ground-breaking theatre.**

As well as our values:

**Child-centred** placing children at the heart of everything Polka does

**Community** engaging our diverse communities of children, families, educationalists and artists

**Excellent** pioneering, adventurous, offering the highest quality

**Memorable** creating magical, meaningful experiences

**Inclusive** welcoming, accessible, nurturing, supportive, representative.





## Job Description

This role is full-time and permanent. Further details can be found in the 'Main Terms and Benefits' section below.

To be an integral part of the Sales and Marketing team, leading on devising, implementing and analysing a variety of marketing campaigns alongside the Marketing Manager. Being the driving force and taking responsibility for Polka's digital comms including website, social media, Google Adwords and Google Analytics analysis. Supporting staff across the company: raising the profile of Polka and its work, to drive sales, feed into digital strategy and highlight its charitable message. Working collaboratively with the full Sales and Marketing team to action activity in line with the marketing strategy and promote the values and ethos of Polka Theatre.

## Key Responsibilities

Your job description includes responsibility for:

### Marketing and Communications

- Monitor sales, marketing, digital and social media output, using tools such as Spektrix and Google Analytics, and feedback findings to the team.
- Lead on the development and implementation of a variety of sales and marketing campaigns; including Polka Theatre's Creative Learning programme and productions and analyse return on investment
- Identify key current and potential audiences and opportunities to engage.
- Liaise closely with all departments to support their marketing needs, particularly Producing, Creative Learning and Development.
- Contribute to regular campaign evaluation and adapt campaign activity in response to sales trends and opportunities.
- Provide support to the PR function.
- Supported by the Marketing Assistant, plan and liaise with photographers and videographers and oversee the image and video stock for the organisation.

### Digital and Print Marketing

- Be the lead on digital day to day output: including website updates and identifying opportunities to use this platform for key promotions.
- Create inhouse Facebook adverts and lead on the creation of Google AdWords.
- Be responsible for Polka's social media comms and analysis and disseminate strategy and content creation to the Marketing Assistant.

- Be creative and proactive in seeking 'behind the scenes content' from the rehearsal room, in addition to identifying commercial opportunities to create content to promote the café and shop.
- Lead on devising and implementing the weekly social media activity, and assist the Marketing Manager in developing the social media strategy.
- Assist with the production of digital and print marketing collateral, including (but not limited to): programmes, flyers, direct mail pieces, web and social media posts.
- Be a brand ambassador and ensure that all comms using the Polka brand are correct and consistent.
- Take on small design jobs in-house using Adobe Creative Suite.
- Use Google Analytics to evaluate digital output and successes.
- Supported by the Marketing Assistant:
  - plan, create, implement and update content on Polka's website and all digital / social media channels
  - plan, create, implement and evaluate Polka's regular email campaigns using Dot Digital
  - monitor social media interactions and respond promptly to public messages where necessary.
- Liaise with the Sales and Ticketing Manager regarding Spektrix CRM and website content.

### **Database and Spektrix**

- Be fully conversant with Polka's CRM /box office system, Spektrix.
- Be confident in accurately inputting and exporting information, including building segmented customer lists, and setting up email automations.
- Be GDPR and data protection compliant in all data processing.

### **Administration and General**

- Manage relationships with external marketing agencies and suppliers such as designers, advertisers, printers, mailing houses and distribution companies.
- Undertake appropriate customer research to support programme development and sales: including general family audiences, schools and access groups.
- With the Marketing Assistant, assist in the delivery of Development (fundraising) events and attend events as required.

### **All team members are expected to**

- Champion and honour Polka's vision and values (you can find these on the previous pages).
- Maintain confidentiality and abide by Polka's policies and procedures.
- Follow Health and Safety rules at work.
- Follow Safeguarding rules and legislation.

- Actively ensure Equality, Diversity and Inclusion is part of Polka's culture.
- Contribute to Polka's Environmental Action plan by thinking and working sustainably.
- Contribute towards Polka's fundraising goals; this may include research, advocacy and managing relationships.
- Take part in operational teams to help share learning, find joint solutions and drive change.
- Participate in all training, development and wellbeing initiatives as required.
- Undertake any other duties as may be reasonably required.



## Person Specification

The following skills, knowledge and experience are required to carry out this role. There are some which we have suggested are beneficial but not essential to have.

Skills and knowledge required	
1	A demonstrable interest in the arts and children's theatre, good understanding of accessibility and finding opportunities to engage new audiences.
2	Proven ability to organise tasks, giving the attention required, within a set timeframe or by a deadline and generate proactive ideas that respond to opportunities where they may arise.
3	Proven ability to write and speak eloquently; able to write copy, proof-read and present in front of people.
4	Ability to work collaboratively in as a team (in a group of people) and independently (alone), with a range of people at different levels.

<b>5</b>	Ability to use Microsoft Office: Outlook, Word, Excel, PowerPoint, top social media platforms and Google Analytics on a regular basis and a CRM system (we use Spektrix).
<b>6</b>	Knowledge of website systems (we use WordPress) and Adobe Creative Suite is beneficial but not essential (particularly if you're quick to adapt and pick up new IT packages).
<b>7</b>	Discreet and able to deal appropriately with confidential information in line with GDPR.
<b>8</b>	A valid Disclosure and Barring (DBS) certificate or willing to undergo an enhanced DBS check (at Polka's expense) if a job offer is made subject to this being obtained.
<b>Experience required</b>	
<b>9</b>	Proven experience in a marketing role, leading and implementing marketing campaigns. If your experience is in an arts marketing role that would be beneficial but it's not essential.
<b>10</b>	Experience overseeing social media platforms, implementing and analysing paid for and organic social media campaigns and using Google Analytics.
<b>11</b>	Experience of evaluation processes and commercial acumen (these are the skills to be able to understand and meet the needs of Polka's customers).

## Main Terms and Benefits

**Job title** Senior Marketing Officer.

**Reporting to** Marketing Manager.

**Role** Full-time and permanent.

**Salary** £24-26,000 per year dependent on experience.

**Hours** 35 hours per week excluding a lunch break of 1 hour, worked over 5 days, Monday to Friday. From time to time, additional hours may be necessary to fulfil the requirements of the post, including evenings and weekends (we operate a TOIL system).

**Location** 240 The Broadway, Wimbledon, London SW19 1SB.

**Holiday** 20 days per annum plus bank/public holidays.

### Pension and benefits

- After 3 months you will be automatically enrolled into NOW Pensions scheme in accordance with statutory deadlines and contributions.

- Flexi-time – you can start work anytime between 9am and 10am and work the corresponding 8 hours (with one hour for lunch) within the needs of the organisation.
- Complimentary tickets for all Polka productions subject to availability.
- Discounts on main meals, tea and coffee in Polka’s café.

**Probationary period** 3 months, Notice period during probation: 2 weeks for both you and Polka.

**Notice Period** 2 months for both you and Polka.

## Application Process

### Key Dates

**Deadline** Tuesday 5<sup>th</sup> July at 9am

**Interview** Week commencing 11<sup>th</sup> July 2022

**Ideal start date** 8<sup>th</sup> August 2022



### How to apply

Please complete and send the following to Sara Greenwood, Head of Sales and Marketing at [sara@polkatheatre.com](mailto:sara@polkatheatre.com) or post it to them at Polka Theatre, 240 The Broadway, Wimbledon SW19 1SB. Remember to include *Senior Marketing Officer* as your email subject line or on the envelope.

Document	Link to click on
Application form	Please <a href="#">download an application form</a>
If you would prefer, you are welcome to send us a short video or audio file (no longer than 5 mins), telling us about yourself, your current and previous job roles and any relevant qualifications and/or knowledge, skills and experience.	
Equality monitoring questionnaire	Please complete our <a href="#">Equality Monitoring survey</a>

The Equality monitoring questionnaire is not sent to the person named above. It helps us understand whether we are succeeding in promoting equality of opportunity and encouraging representation. It is completely separate from your application, and we do not connect the two.



On completion of all the above documents by the deadline, we will acknowledge receipt of your application. We regret that late applications will not be considered.

You can find out more about us by clicking on [this link to our website](#).

If you would like to discuss this role in more detail, please contact Sara Greenwood on [sara@polkatheatre.com](mailto:sara@polkatheatre.com)

## **Interview Process**

Interviews will be held in person at Polka Theatre with Julia Canavan, Marketing Manager and Sara Greenwood, Head of Sales and Marketing week commencing 11<sup>th</sup> July. Interviews can be arranged on Zoom if needed.

If it's on Zoom, we will email you a meeting invite, which includes a link to the interview, in advance.

We will let you know if there is anything in particular that we need you to prepare in advance.

All applicants will receive a response from us to confirm whether or not they have been selected for an interview. We aim to give at least half a weeks' notice ahead of the interview date.

All applicants who attend an interview will be offered feedback. It is not possible for us to give individual feedback if you have not been selected for an interview.

Thank you very much for your interest in this role. We look forward to hearing from you.

# POLKA

Where Theatre Begins

