



INTRODUCTION

The Poetry Trust (TPT) is an Arts Council flagship literature organisation. Based in Halesworth, Suffolk, we promote contemporary poetry and poets through year-round live events including the international Aldeburgh Poetry Festival (celebrating its 21st birthday in November 2009), a new digital programme, learning and outreach projects, courses, prizes and publications.

What a wonderful poetry family Aldeburgh has built. Shine on!

Sharon Olds

Originally the Aldeburgh Poetry Trust, founded in 1988 by a local writing group, the organisation was re-named The Poetry Trust in 2003, in order to reflect the wider ambitions and geographical scope of its activities. The Trust is a registered charity and company limited by guarantee.

As the artistic programme expanded and with substantial investment from Arts Council England East, TPT moved into a large, bright and well-equipped office on the top floor of The Cut Arts Centre in Halesworth in 2006. The new office offers excellent space and working conditions and it is now time for the organisation's staffing resource to 'catch up'. With Grants for the Arts Lottery funding, TPT will at last be able to fill its increasingly critical marketing & communications requirements with the creation of a new post integral to the core team.

TPT is ambitious to undertake a national leadership role as one of the UK's leading poetry organisations. Its unique selling point has always been the consistent marriage of excellence and engagement – in all its activities: live events, printwork, learning projects, digital programme.

TPT has just launched its new website which will host The Poetry Channel, its new digital platform for artistic output. The first series of podcasts – broadcast-quality, short and imaginative poetry programmes – will run each Friday in May 2009. And over the next three years, The Poetry Channel needs to be developed into a world-class marketing tool for the organisation and a major player in the promotion of poetry, new talent and international dialogue.

*The Poetry Trust is an organisation driven by the conviction
that poetry as an art form can make a significant
contribution to the quality of our cultural life.*

Andrew Motion





JOB DESCRIPTION

Marketing & Communications Manager

Responsible to	Director
Stakeholders	<ul style="list-style-type: none">– press & media– partner organisations– funders, trusts, sponsors, corporate & individual benefactors– poets & artists
Location	The Cut, Halesworth, Suffolk IP19 8BY
Terms	One year fixed term contract. To start asap
Salary	£22,000 pro rata (one year fixed term contract expected to extend to three years, funding permitting)
Hours	21 hours per week (3 days per week)
Closing Date for Applications	Midday, Tuesday 26 May
Interviews	In Halesworth, week commencing Monday 8 June Candidates to be notified by Tuesday 2 June

JOB PURPOSE

To market and promote The Poetry Trust effectively using all available channels.

KEY OBJECTIVES

This is a newly-created post to address and deliver actual and strategic marketing and communications responsibilities for the organisation. With a strong focus on digital development, the brief for the first year will be to:

- explore, define and communicate TPT's regional and national role
- raise the profile of TPT and its activities nationally and internationally
- develop new ways to promote poetry
- attract new audiences to poetry
- to nurture and build existing and new partnerships

KEY RESPONSIBILITIES

1. Communications

- Develop a coherent communications strategy that will manage the brand, deliver key messages and enhance TPT's profile regionally, nationally and internationally
- Ensure clear, effective and timely communications with TPT's stakeholders, partners and audiences
- Develop and manage productive relationships with existing and new stakeholders, partners and audiences
- Liaise effectively with Arts Council England's communications departments and other key organisations to maintain and develop TPT's industry profile

2. Marketing

- In collaboration with the Director, devise and implement a marketing and audience development strategy for TPT's artistic and learning programmes
- Devise and deliver effective marketing activity that meets the aims of the strategy, within budget, to include:
 - production of copy for print, website, e-newsletters, direct mail, advertising and other communications
 - commissioning design, print, photography, displays and other services, maintaining appropriate records
- Coordination and monitoring of effective mailing and distribution of marketing and publicity material, ensuring data protection compliance
- Develop TPT's online presence, updating and monitoring the website and The Poetry Channel, in collaboration with Artists & Projects Manager
- Responsibility for the marketing budget; assist Director and Finance Manager in preparation of budget

3. Press & media

- Create, develop and maintain productive relationships with local, regional and national press, media and PR contacts
- Devise and implement press campaigns including production of press releases
- Maintain TPT press archive and keep current lists of press, media and PR contacts

4. Monitoring, evaluation and market research

- Devise and implement in-depth audience and peer group evaluations and surveys
- Monitor and report on sales, attendances and visitor trends, ensuring relevant market/audience data capture

5. Other

- Maintain high level awareness of best practice in arts marketing and audience development (reading reports, attending conferences etc)
- Demonstrate awareness of Disability Discrimination and Equal Opportunities legislation requirements with regard to audience development



Marketing & Communications Manager

Person Specification

ESSENTIAL

Experience & Core Competencies

- A marketing and communications professional with at least three years' recent experience in the arts / cultural sector
- Outstanding written and verbal communication skills
- Press and media relations experience on a regional and national level
- Demonstrably high production standards with a meticulous eye for detail
- Design awareness, proofing and print coordination experience
- High level IT literacy (TPT uses Microsoft Office suite, Quark and Expression Engine CMS for the website) and a willingness to continue to develop new skills
- Fluency and flair in the uses of digital media and IT in arts marketing
- Awareness of Data Protection issues

Other

- Flexible, pragmatic, positive team-player with experience of working as part of a small, multi-skilling team
- Self-motivated with ability to prioritise, manage own workload, meet deadlines
- Ability to work well under pressure
- Willingness to work some unsociable hours, including evenings and weekends
- Demonstrable interest in and engagement with arts and culture

DESIRABLE

- An established national press contacts network and a demonstrable track record of placing stories and cultivating media partners
- Experience within the literature sector and an interest in contemporary poetry
- Clean driving licence and own car or access to own transport

The Poetry Trust's office is located up two flights of stairs and is therefore, regrettably, inaccessible to anyone with significant mobility issues.