

COLLECTIVE ACT / FESTIVAL UK* 2022

Schools Marketing Manager

We are looking for an exceptional and highly resourceful Schools Marketing Manager to help drive one of the most ambitious UK schools engagement campaigns. This ground-breaking schools programme is being developed as part of and alongside a large scale and ambitious new artwork by our creative team and will focus on wellbeing and global citizenship as part of Festival UK* 2022, a collection of large-scale public engagement projects.

<https://www.festival2022.uk/>

Our team is developing an immersive experience exploring the wonder of the human mind through architecture, neuroscience, technology, light and sound. It brings together spatial designers, scientists, artists and technologists, and includes Turner Prize winning collective Assemble, scientists and philosophers from the Universities of Sussex and Glasgow, Grammy nominated composer Jon Hopkins along with a sound designer, technologist and director.

The Schools Marketing Manager will be pivotal in one of the most ambitious all-schools projects the UK has seen. Working closely with A New Direction (AND), the Producer (Engagement) and the AND Schools Programme Manager, this central role will drive schools' recruitment, registration and seamless orchestration of production logistics for campaign films and media content. They will put the learning programme in the public eye, producing assets to dial up engagement and deliver peak points for mass participatory opportunity.

The successful candidate will be responsible for delivering an ambitious schools recruitment strategy through the project website, social media and broadcast content as well as targeted communications into schools.

Collective Act is committed to creating a positive and inclusive environment where everyone feels respected and free to work without fear of discrimination. We are an equal opportunity employer and value diversity in our practice. We encourage applications from all backgrounds and do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status or disability status. We welcome applications from people requiring flexible working arrangements and from anyone with any professional or educational background. If you have any questions about our working environment please get in touch.

Contract: The contract is fixed term until 26th August 2022.

Application deadline: 9am on Monday 25th October 2021.

Interview date: Thursday 28th October 2021.

How to apply: Please read the information in the job description and person specification below and submit a covering letter stating your interest in the contract, along with a detailed CV, two references and a completed Equality and Diversity Monitoring Form.

If you require this information in an alternative format and/or would like to apply for this role in an alternative format, for example via video if you are a BSL user, please get in touch to arrange this at hello@collectiveact.co.uk or 07719 344544.

Panellists & Selection Process: Collective Act is committed to representation of both male and female identifying panellists at each interview and representation of a panellist who identifies as a person of colour or a person of the global majority at each interview.

This recruitment process addresses the Social Model for Disability and the Cultural Model of Deafness. Collective Act is committed to hosting an interview environment free of attitudinal, physical and communication barriers. If you require this information in an alternative format, please contact: hello@collectiveact.co.uk

COLLECTIVE ACT / FESTIVAL UK* 2022

Job Description

Job Title	Schools Marketing Manager
Reports to	Head of Audiences
Salary	£37,500 – £40,000 Full Time, depending on experience
Term	Fixed Term until 26 August 2022

JOB OUTLINE

Collective Act is seeking to engage a Schools Marketing Manager to support the delivery of a major schools programme as part of a commission within Festival UK* 2022, a collection of large-scale public engagement projects.

<https://www.festival2022.uk/>

Collective Act is a new company set up under its Director Jennifer Crook to lead the project team, comprising Spatial Designers Assemble, Composer Jon Hopkins, Technical Director Dev Joshi, Sound Designer Christopher Shutt, Digital Producer Michelle Feuerlicht, the Centre for Consciousness Science at the University of Sussex and the Centre for the Study of Perceptual Experience at the University of Glasgow.

Festival UK* 2022 will take place between spring and autumn 2022, presenting ten open, original, optimistic, large-scale and extraordinary acts of public engagement that will showcase the UK's creativity and innovation to the world. A new company is currently being established to develop and deliver one of the ten ambitious projects that have been commissioned by the Festival, with a project budget in excess of £5 million. The company will create and present an immersive experience exploring the wonder of the human mind through architecture, neuroscience, technology, light and sound.

The Schools Marketing Manager could work from the team's London office (Hackney), but may also work from their own workspace and elsewhere outside London as the project may require. The successful candidate will report to the Head of Audiences and will work closely with the Producer (Engagement) and A New Direction's Schools Programme Manager, staff, board members, contractors and stakeholders of the company, including Festival UK* 2022.

BACKGROUND

Festival UK* 2022 will take place across England, Northern Ireland, Scotland and Wales. It will deliver a programme of ground-breaking new commissions with the ambition of reaching millions; bringing people together and promoting the UK's creativity to the world. Ten creative projects have been selected following an extensive R&D programme and rigorous assessment process to form the Festival's commissioned programme.

Led by Chief Creative Officer, Martin Green CBE, a new organisation Festival 2022 Ltd has been established in Birmingham to curate, manage and promote the Festival; working with strategic delivery bodies within each nation to devise, deliver and commission the programme. The Festival will demonstrate the important role that creativity plays in our lives, as well as providing unforgettable experiences. This investment comes at a time of need for sectors impacted by the global pandemic and will support the creation of work and jobs.

PURPOSE OF ROLE

The Schools Marketing Manager will be pivotal in one of the most ambitious all-schools projects the UK has ever seen. Working closely with A New Direction, the Producer (Engagement) and Head of Audiences this central role will drive schools' recruitment, registration and seamless orchestration of production logistics for campaign films and media content. They will put the learning programme in the public eye, producing assets to dial up engagement and deliver peak points for mass participatory opportunity.

Reports to: Head of Audiences

Works with: Audiences team, A New Direction (AND), Presenting Partners, Delivery Partners, Digital Producer

KEY RESPONSIBILITIES

The key responsibilities of the Schools Marketing Manager are to:

Schools Recruitment and Engagement

- Audit and map engagement marketing routes for UK-wide and targeted schools communications and lead on recruitment and outreach strategies to ensure the programme's success;
- Plot a detailed timeline for schools recruitment, working closely with the Schools Programme Manager, Engagement Producer, Head of Audiences and A New Direction to align milestones and production timings to build momentum and peak advocacy moments;
- With the Head of Audiences, manage the company's relationship with key partner A New Direction who will design large-scale resources and teacher training for the project, along with high profile partnerships.
- Drive schools' recruitment, setting up schedules and systems for the live delivery period from late autumn 2021;
- Relationship management with schools to encourage engagement, legacy opportunity and drive audiences to peak join-in moments in the campaign;
- Management and reporting on data to generate metrics and monitor registrations against key objectives for the project;
- Identify opportunities to build partnerships and advocacy to support the awareness and take up of the programme;
- Build relationships with Learning leads in the Festival UK*2022 team and the other 9 Festival commissions to ensure a synergistic and joined-up approach to the campaign;
- With the GDPR working group ensure that all schools data is held and processed in compliance with GDPR;

- Work closely with project partners to help develop and to oversee the activation of materials for schools' distribution nationwide;
- Manage and report on the Schools Campaign budget.

Schools Website and Media Production

- Work closely with the digital team to support the delivery of the schools-facing website, activating the best user-journey and registration model with staggered content releases;
- Oversee the key communications content for the campaign;
- Maintain and monitor the school's website as first point of public contact;
- Cultivate media ambassadors and lead on the production of filmed advocacy content and campaign assets;
- Work closely with the Head of Audiences to cultivate schools ambassadors for the programme;
- Work closely with the Audiences team to devise and deliver the concept for a schools celebration to underpin the nationwide programme;
- Oversee and deliver the communications and content for the schools celebration, liaising closely with the team and project partners to orchestrate this milestone in the campaign;
- Any other responsibilities that may reasonably be required by the Head of Audiences.

General Operations

- Utilise and update internal project communication platforms and databases;
- Champion representation, accessibility and inclusion across all project activities;
- Help to maintain a positive, flexible and collaborative working culture, ensuring all team members have the resources and information required to support their role;
- Support the wider team in overseeing the rigorous evaluation of the organisation's projects in order to guide its development and report on its achievements;
- Support the keeping of all project documentation and archival material;
- Support with regular reporting to Festival UK* 2022;
- Operate in accordance with Collective Act's practices, policies and procedures; including diversity and inclusion, safeguarding, employment, health and safety and equal opportunities;
- Take responsibility for own administration, devise and implement appropriate processes and procedures to achieve agreed objectives;
- Attend weekly / regular staff meetings, report on relevant areas of work and disseminate information as required;
- Maintain a commitment to training and professional development;
- Be an advocate and effective representative of Collective Act, including at external events;
- Have the ability to work evenings and weekends, for which TOIL (time of in lieu) will be given;

- Act as a keyholder as appropriate and required.

Flexibility:

In order to ensure the effective running of the office a degree of flexibility will be needed by the post holder as they may be required to undertake tasks not specifically referred to above. Such duties however will fall within the scope of the job and this job description will be reviewed regularly to ensure it accurately reflects the tasks and responsibilities of this role.

PERSON SPECIFICATION

The Schools Marketing Manager will be an experienced schools marketing professional able to join the Head of Audiences in maximising schools engagement in the project, capable of creating and implementing an outstanding marketing, comms and engagement strategy.

The successful candidate will demonstrate the following attributes:

ESSENTIAL

- Experience of delivering high-profile schools programmes for large-scale projects, with a track record of successfully engaging schools nationwide.
- Up-to-date strong knowledge of schools and education networks.
- Experience of successfully developing and leading school engagement and marketing strategies working with multiple partners.
- Experience of evaluating and reporting on achievements and learnings.
- Excellent communication skills with a strong sense of what schools want, best systems and methods for project communications and how to manage school needs en-masse.
- Excellent at making new relationships, introducing the project to schools and forming quick partnerships
- Highly digital literate and a proficient user of web and social platforms.
- Experience in creating compelling digital content, presented using relevant online, social and multimedia platforms to maximise impact.
- Knowledge of education press and media platforms including print, digital and social.
- A collaborative approach, with the ability to maintain excellent working relationships with colleagues, partners and stakeholders.
- Resilient while working under pressure with an effective approach to resolving challenges and identifying solutions
- Able to analyse and present data accurately to a range of stakeholders.
- A high degree of integrity, excellent organisation skills, and a self-starter with a sharp eye for detail.
- Commitment to the project and the work of the new organisation.

DESIRABLE

- Understanding of data protection laws and regulations
- Awareness of best practice for the digital safeguarding of children and young people
- Up-to-date knowledge of, and strong networks within, the arts sector in the UK
- Recent experience of working on projects of similar nature, quality and ambition

ADDITIONAL INFORMATION

TERMS

Contract type: The contract is fixed term until 26th August 2022.

The successful candidate will be on probation for 8 weeks.

The successful candidate will have the right to work in the UK.

We are open to applications from candidates seeking to work flexibly, for example for caring responsibilities and/or part-time.

Salary: £37,500 – £40,000 per annum, depending on experience.

Annual Leave: The annual leave allowance is 25 days per annum plus public holidays.

Pension: The organisation will make a contribution to the employee's pension with the workplace pension provider of 5% of salary provided the employee makes a contribution of 3% of salary.

Location: A desk will be provided at the project workspace in Hackney, London and the successful candidate can work from the office, as well as their own workspace or location outside London, subject to COVID regulations and advice in place at any time and in agreement with the Head of Audiences. The cost of any travel to and from the office or any other of the project's workspaces within London will not be reimbursed. If the successful candidate is based outside of London we will discuss and accommodate a plan and allocated costs for visits to the London office, as part of the application process at interview stage.

Normal office hours of work are Monday – Friday 09:30 – 17:30 with an hour's break for lunch.

Selection: The candidates who appear from their application to best meet the essential criteria will be invited to interview. It is thus essential that your application gives a full but concise description of the nature, extent and level of the responsibilities you have held. The short listing criteria are detailed under the personal specification. Please ensure that in your application you address each of the areas that are to be assessed.

Access:

All D/deaf and/or disabled applicants who meet the essential requirements of the person specification will be guaranteed an interview.

The Disability Discrimination Act 1995 defines a disabled person as someone who has a physical or mental impairment which has a substantial and adverse long-term effect on his or her ability to carry out normal day-to-day activities.

If you consider yourself to be D/deaf and/or have a disability and would like your application to be considered under this access scheme, please note this in your covering letter.

Candidates with disabilities and/or who are D/deaf are not obliged to disclose this information at the time of application.

Shortlisted candidates will be asked about their access needs at the point they are invited for interview. Successful candidates will be asked their access needs, including the allocation of any budget or mentoring support, at the time of appointment.

HOW TO APPLY

Please send your application via email to hello@collectiveact.co.uk by 9am Monday 25th October 2021.

Shortlisted candidates will be notified on **Tuesday 26th October 2021**.

Interviews for shortlisted candidates will be held on **Thursday 28th October 2021**.

Your application should include:

- a covering letter outlining your experience, your interest in the role and how you meet the person specification (no more than 2 sides of A4);
- a detailed CV;
- references/referees' details from two current/former employers;
- a completed Equality and Diversity Monitoring Form, submitted as an online form via this link: <https://forms.gle/oene8xM2W3HirYvs8> .

Please note we will only accept digital applications - hard copies will not be considered.

The information you supply on the Application Form is kept securely and will remain confidential. With the exception of the successful candidate, we will not retain this or any other personal information beyond the duration of the application process.

Collective Act is committed to creating a positive and inclusive environment where everyone feels respected and free to work without fear of discrimination. We are an equal opportunity employer and value diversity in our practice. We encourage applications from all backgrounds and do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status or disability status. We welcome applications from people requiring flexible working arrangements and from anyone with any professional or educational background. If you have any questions about our working environment please get in touch.