

**DERRY THEATRE TRUST
MILLENNIUM FORUM
JOB DESCRIPTION**

Job Title: Education and Schools Marketing Officer

Department: Marketing

Reports to: Marketing Manager

SUMMARY

Responsible for the ongoing development of the Millennium Forum's educational fundraising and schools marketing provision. Ensuring that an exciting, innovative and informative educational programme is adequately fundraised for, and marketed, focusing on access for all sectors of the community.

Essential Duties & Responsibilities

The following is an outline of the duties and responsibilities that the post-holder will be expected to undertake. It is an indication of the type of work to be carried out and is not intended to be a definitive list of tasks.

The postholder will:

1. Facilitate the delivery of the Millennium Forum's Education and Outreach Strategy, ensuring access for all.
2. Market programmed events to the Education sector and the wider community.
3. Actively identify funding opportunities and follow up, by submitting funding applications or arranging fundraising events or activities, to facilitate the delivery of the Millennium Forum's Education and Outreach Strategy and the related programmes of activity.
4. Manage, programme and develop the Millennium Forum's Youth Festival, InterAct, and the Youth Forum.
5. Facilitate and assist with the Millennium Forum's Youth Musical.
6. Act as the Millennium Forum's ACCESS Advocate. This involves co-ordinating and managing ACCESS responsibilities to ensure that Millennium Forum is accessible to everyone, thereby progressing the Forum towards the achievement of the Arts and Disability Equality Charter.
7. Conduct tours, for students and community groups, of the Millennium Forum relating the content, where appropriate, to their studies or interests.
8. Prepare relevant educational materials for use in schools, other educational establishments or community groups.

9. Deal with enquiries and requests from schools, other educational establishments, community groups, students or members of the public in relation to the promotion of the performing arts or the Millennium Forum.
10. Deal with requests for Work Placements from schools, third level colleges, mentor student(s) and complete any reports at the end of the Placement.
11. Develop, manage and programme a series of workshops for shows with an Arts Education/ Youth content, where applicable.
12. Be responsible for the updating of the Millennium Forum's Child Protection Policy in the role of Designated Officer for Child Protection. This includes overseeing Child Protection Staff Training needs and being responsible for requesting POCVA checks for new staff and facilitators.
13. Develop the proposed Millennium Forum Youth Advisory Board in consultation with the Marketing Manager and the Chief Executive.
14. Liaise with managers and staff from all Departments within the Forum particularly, Box Office, Backstage and Front of House.
15. Ensure the effective monitoring and evaluation of all events and projects under the Education and Outreach Programme/Strategy and to prepare reports as required.
16. Any other duties deemed to be related to the post.

**DERRY THEATRE TRUST
MILLENNIUM FORUM
EMPLOYEE SPECIFICATION**

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Qualifications

Candidates must be qualified as follows:

- Possess a degree in one or more of the following disciplines: Education, Marketing, Business Studies, Drama/Theatre, English. Relevant Arts degrees with some Business content may also be considered.

And

- at least two years experience in education programme development **and/or** in marketing in an arts environment.

Consideration may also be given to candidates who do not possess the above qualifications but have a relevant level 3 qualification e.g. HNC or equivalent level of qualification.

And

- Five years experience in education programme development **and/or** in marketing in an arts environment.

Essential Criteria

Candidates must be able to demonstrate experience in and knowledge of:

1. Education work within an Arts environment
2. Education fundraising in an arts environment.
3. The education and examination system.
4. Marketing within and to the education sector.
5. The development of educational and /or youth projects.
6. Programming arts events.
7. Persuasive written and communication skills both online and offline.
8. Prioritising tasks, and work with a minimal amount of direct supervision.

Special Skills & Attributes

Candidates must:

- Have good interpersonal skills and the ability to communicate orally and in writing.
- Have good organisational skills.

- Be I.T. literate.
- Be proficient in the use of online tools for the promotion of the Millennium Forum's educational activities (e.g. facebook, twitter).
- Be creative and imaginative.
- Work as part of a team and be able to use their own initiative when suitable.

Desirable Criteria

It would be useful if candidates:

- Had experience in using a database management system such as ENTA (although full training will be given).
- Are in possession of a full driving licence and have access to a car when required.

The successful candidate will be based in the Millennium Forum and may work outside of the building, when required.

Salary

The salary for this post will be **£22,500 per annum**.

This post is full time: 37 hours per week. Some evening and weekend work will be required to fulfil the duties of this position.

Application forms and further details of selection criteria can be obtained online at millenniumforum.co.uk Any queries and returned applications should be sent to the Monitoring Officer on 02871 264426 (Monday to Friday 9am-5pm) or by email to lisal@millenniumforum.co.uk

Closing date for the return of completed applications is Friday 11 August at 12 noon.

Derry Theatre Trust Ltd. is an equal opportunities employer.