



June 2010

Dear Applicant,

Marketing & Communications Director

Thank you for your interest in the above position. Please find enclosed an information pack.

If you wish to apply for this post please ensure that your application reaches us by 12 noon on Friday 30th July 2010, with all the necessary documentation as detailed in the pack. Interviews will take place on Friday 6th August in Edinburgh.

I look forward to hearing from you.

Yours faithfully,

Tessa Rennie
General Manager
Email: tessa@imagine.org.uk



Marketing & Communications Director

Job Description & Person Specification

Imagine is a unique organisation in Scotland that promotes and develops performing arts for children and young people through an annual programme of events and initiatives. We have a leading role to play in raising the standard of children's performing arts in Scotland and supporting the development of this expanding sector.

ACCOUNTABLE TO:	General Manager
SUPERVISION OF:	Temporary & contract staff
WORKING PATTERN:	4 days per week (some flexible working is required)
LOCATION:	Imagine Office, 45a George Street, Edinburgh.
SALARY/FEE:	£32,500 p.a. pro rata

Primary Purpose

To plan, implement and evaluate the Marketing, Audience Development & PR Campaign for Imagine's annual programme of projects and events. The Marketing & Communications Director will lead the creation and delivery of a marketing and communications strategy for the organisation covering all aspects of the organisation's work. The role involves creating campaigns and acting as a spokesperson for the organisation at a local, national and international level.

In addition to our annual events programme, Imagine has a fundamental role to play as an advocate for the children and young people sector and the Marketing & Communications Director will have a key role to play in supporting this.

Imagine presents the Bank of Scotland Imagine Festival in Edinburgh in May every year. The Festival is the UK's largest performing arts festival for children and young people and a key driver for us, working as a team and with our partners, is to enhance the event's positive profile and to further develop our audience at the event and beyond.

The key to this post will be balancing the demands of the Festival alongside a busy annual programme of touring and development initiatives with artists and educators throughout the year.

The Person

An experienced professional, with a minimum of five year's experience and a background in the arts, you will have a proven track record in managing successful PR, audience development and marketing campaigns.



You will have excellent written and verbal communication skills, be able to manage multiple priorities, work to deadlines and have the ability to carry out long and short term planning. You should also be able to work effectively within the team and on your own initiative.

You will be a confident speaker and networker and have strong leadership qualities.

Excellent IT skills including up to date knowledge of emerging digital technologies are essential.

Sound financial management is also essential for this role as well as an organised approach to work and an eye for detail.

Summary of the Role

The role broadly covers the following areas;

- Devise and deliver a Marketing & Communications Strategy for Imagine's year-round portfolio of projects to ensure that the work is widely publicised and is reaching its intended audience.
- Generate and maintain positive relationships with sponsors, press & media, audiences and venues.
- Work with the Imagine team to develop and deliver the organisation's audience development strategy.
- Act as a host and spokesperson at Imagine events.
- Lead the organisation in utilising new technologies to communicate with our audiences.
- Work in partnership with related organisations and agencies to develop and improve the opportunities and experience for children and young people, artists and educators.
- Financial management of related income and expenditure.
- Monitor & evaluate campaign activity.

Further Information

Imagine is in year two of an SAC National Lottery Funded Inspire Project to develop performing arts for the 0 to 4 age group. The project, called **Starcatchers** employs a full time Project Manager and part-time Audience Development & Evaluation Co-ordinator. The Marketing & Communications Director will have an advisory role within this project and on its ongoing relationship with Imagine.

Imagine is one of the founding members of **Young Audiences Scotland**. The Marketing & Communications Director will be the first point of contact for this initiative and will contribute to Young Audiences Scotland's ongoing development.



The Imagine Festival is also a member of **Festivals Edinburgh** and alongside other Imagine colleagues, the Marketing & Communications Director will help ensure that the organisation contributes to and benefits from the initiatives offered by Festivals Edinburgh.

Imagine is also a member of the **Federation of Scottish Theatre** and **The Audience Business**.

To apply

Please write to Tessa Rennie, General Manager, Imagine, 45a George Street, Edinburgh EH2 2HT, E: tessa@imagine.org.uk

Including:

- CV including contact details for 2 references
- Letter of application indicating why you are interested in this position and what skills and experience you can bring to the post (no more than 2 sides of A4).

Closing date: Noon on Friday 30th July 2010

Interviews will be held on Friday 6th August in Edinburgh. Candidates must be available on this date.



Imaginate is driven by a vision of Scotland as a world leader in performing arts for children and young people.

It is our mission to ensure that all children and young people in Scotland have regular access to a diverse range of performing arts experiences that contributes to their social, cultural and developmental needs.

It is our aim that children and young people, aged up to 18, have regular access to a diverse range of high quality, performing arts activity that will entertain, enrich, teach and inspire them.

We achieve this through the following projects and activities:

- Bank of Scotland Imagine Festival & Tour
- Art form Development Programme
- Learning Partnerships Programme
- Audience & Strategic Development
- The Starcatchers Project

Bank of Scotland Imagine Festival

The Imagine Festival is the UK's largest and most successful performing arts event for children and young people in Scotland. The annual Festival presents some of the most exciting performances from the UK and abroad at venues and schools in and around Edinburgh and on tour throughout Scotland.

Art Form Development Programme

Imaginate believes that a high quality skills development programme is the key to unlocking creativity and supporting artistic excellence. This programme creates regular opportunities for artists at every stage in their career to develop their skills and craft. Examples of art form development activities include an annual master class, artist residencies and mentoring programmes, the Ideas Fund to support early stage ideas and the International Exchange Programme.

Learning Partnerships Programme

Imaginate is passionate in its belief that in working with the performing arts, schools can help meet the aspirations of the Curriculum for Excellence, enabling all young people in Scotland to become *successful learners, confident individuals, responsible citizens* and *effective contributors*. Imaginate runs a range of learning programmes throughout the year, activities in 2010/11 include: a professional development programme for teachers, a creative learning programme for City of Edinburgh schools and the development of a range of new teaching resources.

Audience and Strategic Development

Imaginate works with a number of partners in the areas of research, advocacy and audience development with the aim of increasing access and participation and enhancing the experience of attending a performing arts event for children and young people.



The Starcatchers Project

The Starcatchers project specialises in the creation and exploration of theatre performances for very young children aged from birth to 4 years. The project has been awarded funding from the Scottish Arts Council National Lottery Inspire Fund for two years development to help fill an identified gap in provision in quality arts experiences for Scotland's youngest children. Visit the website for further details: www.starcatchers.org.uk

Further information

To find out more, please visit our website or contact us at the address below.

www.imagine.org.uk



EQUAL OPPORTUNITIES POLICY STATEMENT

- 1.1 Imagine is committed to equality of opportunity in our employment practices.
- 1.2 We regularly review our selection criteria and procedures to ensure that individuals are selected on the basis of relevant merits and abilities.
- 1.3 It is the duty of *all* our staff to accept a personal responsibility for ensuring that fair employment practices are applied. However specific responsibilities fall upon managers involved in recruitment and employee administration.
- 1.4 The Chief Executive and the General Manager monitors the operation of this section of the equal opportunities policy to ensure that it is applied consistently to employees and job applicants.
- 1.5 Any employee who believes that s/he has been unfairly treated within the scope of this section of the equal opportunities policy may raise the matter through the grievance procedure. Any job applicant who believes that s/he has been unfairly treated may write in the first instance to the Chief Executive of Imagine or to the Chair if the Chief Executive is involved.
- 1.6 We will not tolerate unfair discrimination against any member of staff or a job applicant by an Imagine employee. We will investigate any matters brought to our attention and will take action under Imagine's disciplinary procedure where appropriate to do so.
- 1.7 Imagine is committed to making this Policy properly effective