

# Marketing & Communications Manager

## Application Pack





## Welcome from Alexander Ferris Chief Executive & Creative Director

Hello

Thank you for your interest in ARC Stockton and for taking the time to look at this application pack. We hope it contains all the information you need to help you decide to apply.

ARC is such a warm, welcoming and dynamic place to work. As well as our weekly diverse programme of music, theatre, dance, comedy, visual art and spoken word, we are also home to Teesside's only independent cinema. Core to who we are as a venue is our commitment to our local community and artists who visit in their hundreds every week. We aim to be a creative hub that connects people and ideas and we have got some really exciting plans for the future.

It is a special time to be in the North East and Teesside in particular. Creativity and culture are included as key components of the growth strategies for the region and ARC has a vital leading role to play in supporting and developing the sector through its activities including the running of networks such as Tees Valley New Creatives and Tees Valley Creates: The Freelancers Network. We also have a national platform through our touring work and wider networks, such as Venues North.

We offer a flexible and supportive working environment and we are always keen to bring people with different experiences and backgrounds into the team. We are consistently working to inclusive and anti-racist objectives. We want to support all staff to fulfill their potential and enjoy a happy and healthy workplace.

If you would like to speak to a member of our friendly team then get in touch on [recruitment@arconline.co.uk](mailto:recruitment@arconline.co.uk) and we'll arrange a time for an informal chat.

We hope you decide to join us.

A handwritten signature in black ink, appearing to read 'Alex Ferris'.

Alexander Ferris  
Chief Executive & Creative Director



## About ARC

**ARC is a charity that uses arts and cultural activity to support our local community.**

**We work locally, in Stockton and the Tees Valley, and nationally, through our leadership of networks and partnerships.**

**We have events and activities going on all year round for everyone. These include live performances, film screenings, workshops and classes. We are particularly keen that people who might feel that the arts isn't for them are able to take part.**

**Our work brings people together so we can all better understand and enjoy the world and experience new ideas.**

**We invite lots of different artists to spend time creating new work at ARC, working with local people, to make sure that what we present is relevant to Stockton.**

**We want to make a positive difference to our local community. We are always interested in working with new people.**



# Activity at ARC



During 2023/24, ARC presented 116 professional performances, 36 community performances, 440 film screenings and live broadcasts, as well as delivering more than 937 workshops and classes. Audience figures exceeded 54,000, with c10,000 attendances at creative arts activities.

ARC supports artists to develop new theatre, dance and multidisciplinary performance works, presents high profile comedians and musicians, produces national tours of works created by associate artists and organisations, and is home to resident learning disabled theatre company Full Circle.

ARC's family offer includes the commissioning and programming of new performance work for 3-7 year olds throughout the year as well as a Christmas show for this age range.

ARC works with multiple strategic partners to deliver a diverse and high quality creative engagement programme and ARC's community-led programme makes an important contribution to the overall life of ARC. During 2023/24 we supported more than 40 community performances, featuring more than 1,000 young people performing and attracting audiences of c12,600. ARC's gallery programmes exhibitions that reflect the local community, while the cinema programming includes art-house, family and mainstream screenings.

ARCADE, ARC's performance artist network, consists of c100 active members from across the North of England. During 23/24 artists benefited from 2,400 hours of free space for R&D and rehearsals, and 150+ one-to-one surgery sessions. We continued to deliver Tees Valley New Creatives, a career starting programme of free support to help people completing further and higher education creative courses secure employment in the cultural industries and unlock new opportunities in their fields.



# Our Building



Spread over 5 floors, ARC is home to some of the most accessible and adaptable spaces in the region. Our building includes The Point, which is a 550 capacity flexible entertainment space regularly used for comedy and music, a 246 seat theatre, a 97 seat studio theatre, and a 131 seat digitally equipped cinema. In addition, there is a 100 square metre dance studio, a versatile workshop space, and an accessible gallery.

Alongside these spaces, we also have a bar and cafe area, as well as informal seating spaces that are regularly used by community groups, families and individuals. ARC's set up is flexible, and alongside our regular artistic programming and creative learning activity, our spaces can be adapted to host any type of function, from corporate hospitality to conferences, exhibitions and private screenings.

# Our Staff



ARC has 66 employees, 14 of these work on a full time basis, 18 part time and 30 work on flexible contracts. We also work with 10 volunteers on a regular basis. ARC has 9 Trustees.

# Turnover and Finance

Our annual turnover in 2023/24 was £2.2m. We currently receive £370,000 annually from Arts Council England as a National Portfolio Organisation and £161,000 from Stockton Borough Council. We secure additional income from a diverse range of sources including trusts and foundations, donations, as well as generating earned income.

# Vision

We believe the world is a better place when people understand each other.

We recognise that the world is dominated by the stories, views and ideas of a very small group of people. ARC uses arts and cultural activity to support different people to share their stories and ensure they are heard.

This creates better connections across communities which support people to raise their aspirations, achieve their potential and enhance their experience of the world.



# Mission

ARC is an organisation working from its venue to enhance the wellbeing of the whole community of Stockton and the Tees Valley, through arts and creative activity, through widening opportunities to experience and participate in the arts, and through partnership with other organisations.





## Aims

1. To make an important contribution to the social and economic regeneration of Stockton and the Tees Valley
2. To present an outstanding creative programme that is contemporary and relevant to our communities
3. To increase the number and range of people engaging with ARC
4. To support and develop artists and creative practitioners to create excellent work relevant to our communities
5. To support and develop a cultural workforce to support our ambitions
6. To realise the creative potential of our local communities
7. To increase our financial and organisational resilience and ability to adapt to economic, environmental and societal change
8. To act as a catalyst for partnership and collaboration between public, private and voluntary sector organisations
9. To act as a national and international leader in organisational sustainability, sector development, artistic practice and social impact

# About Stockton

Stockton-on-Tees is a historic market town situated in the centre of the Tees Valley in the North East of England.

The Borough of Stockton-on-Tees includes the towns of Stockton, Norton, Billingham, Ingleby Barwick, Thornaby, and Yarm, all with their own individual identities, with plenty of opportunities to shop with independent retailers.

A thriving cultural hub, Stockton Town Centre is home to a wide range of venues with a varied offering year round, as well as annual events such as SIRF (Stockton International Riverside Festival) and Stockton Calling a 2000+ capacity multi-venue music festival.

Access to a whole range of other cultural activities is also within easy reach of the town with countless venues, attractions, festivals and events across the Tees Valley and the surrounding areas. Everything from galleries and museums to theatres and other performance spaces are just on the doorstep.

The Borough and wider Tees Valley are home to a huge selection of places to eat and drink, with award-winning restaurants, cafés, cocktail bars, and micro-pubs.

The town features access to a wide range of leisure facilities, including parks, libraries, swimming pools, gyms, Tees Barrage International White Water Centre and more.

Stockton is within easy travelling distance of some of the country's best coastline with towns like Saltburn, Seaton Carew, and Seaham all within a 45 minute drive and easily accessible by public transport. The town also boasts easy access to some of the best countryside locations with North York Moors National Park, The Pennines, and The Cleveland Way all close by.

The average accommodation rental price in Stockton is £624 a month, and the average property price over the last year was £168,000. There are a number of outstanding primary schools and secondary schools within the Borough.





# Job Description

Job Title:	Marketing & Communications Manager
Contract Type:	Permanent
Salary:	£33,863 per annum
Hours:	40 hours per week, occasional requirement to work evenings and Saturdays
Holiday Entitlement:	25 days per annum plus bank holidays
Based at:	ARC, Stockton Arts Centre
Reporting to:	Chief Executive & Creative Director

ARC is entering an exciting new chapter. Under new creative leadership, we are connecting creative communities and artists and placing them at the heart of one of the Tees Valley's largest independent arts centres.

Working closely with the Chief Executive and Creative Director, the Marketing & Communications Manager will be responsible for driving ARC forwards in terms of income generation and external relationships. They will lead on telling stories about ARC that ensure the charity is always part of wider narratives around the arts in Stockton, the Tees Valley and the North more generally. Through cultivating positive brand associations with audiences, communities and other stakeholders, the role holder will deliver effective messaging whilst also ensuring sales continue to grow year on year.

The role holder will develop and deliver effective strategies and activity plans that cement ARC's reputation as an inspiring beacon for creativity in the region. Using a data-driven approach, they will help to position ARC as an exciting, inspiring and values-driven organisation in the minds of audiences and participants, as well as current and potential supporters. They will lead the marketing team in all aspects of ARC's marketing and communication activity to support ARC's key aims and objectives: to grow audiences, participants, activities, reputation and profile.

The Marketing & Communications Manager is a member of the Management Team and is required to act as one of ARC's designated Duty Managers.

# Key Duties

1. To develop strategy and implement sales and marketing campaigns for all aspects of ARC's artistic and commercial activity, including the live, film, visual arts, festival programmes; artist development; creative engagement; catering; and hires.
2. To work with the Chief Executive and Creative Director to define, scope and identify effective ways to communicate ARC's story - ensuring strong external relations which will result in improved attendance, sales and funding income.
3. To be responsible for the content, presentation and delivery of ARC's promotional activity, including print, press, media and advertising, direct marketing, website and other online activity.
4. To conceive and deliver key marketing campaigns for major strategic projects including our Christmas productions, partnership projects such as Stockton Calling and ARC's touring work.
5. To work with the marketing team to develop and deliver an effective digital marketing strategy, including the development of ARC's presence on new social media platforms as they become available, ensuring up to date knowledge of marketing trends and technical know-how.
6. To manage ARC's marketing budget, ensuring maximum impact for minimum spend.
7. To identify and maintain strategic relationships with key organisations and partners to maximise ARC's profile and reputation in the region and beyond.
8. To build detailed knowledge of audiences and be able to influence programming using a data driven approach.
9. To manage the contract with Spektrix, ARC's box office and marketing system, maximising its reporting functions to ensure the most up to date audience data.
10. To lead on the delivery of marketing services and consultancy for third parties as appropriate.
11. To act as a designated Duty Manager on a regular basis, always acting in accordance with the Data Protection Act, and ARC's Health and Safety Policy and Equal Opportunities Policy.
12. To represent ARC externally, building and maintaining positive relationships with partners.
13. To provide reports on activity for the Chief Executive, Board and other partners as required.
14. To undertake any training as required by ARC.
15. To lead the marketing department positively, act as a role model and contribute to the life of the organisation as a whole.
16. Any other duties as may be required as part of the Marketing & Communication Manager's role.

# Person Specification



## Essential

1. Professional marketing experience in the arts or an equivalent industry.
2. Ability to develop and implement effective strategic and creative marketing plans that can increase ticket sales and generate income.
3. Ability to communicate effectively, verbally and in writing, with people of all ages and backgrounds.
4. Experience in building, positioning or developing a brand visually, through meaningful partnerships or placing stories with local, regional and national press outlets.
5. Strong understanding and working knowledge of best practice in the effective use of social media channels.
6. Excellent organisational skills, including use of Microsoft Office Outlook, Word & Excel, with the ability to prioritise and meet deadlines.
7. Experience of leading a team, in particular directly managing, developing and energising staff members to achieve set goals.
8. Experience of managing budgets, ensuring the best possible return on spend.
9. Ability to gather, analyse and respond to data using detailed analysis to make informed strategic and practical choices.
10. A passionate, creative and collaborative approach to working with people from all backgrounds..

## Desirable

1. Working knowledge of software systems such as Spektrix, dotmailer, a website CMS or any other marketing packages.
2. Marketing related degree or post-graduate qualification.
3. Experience of successful fundraising from individuals, corporate sector or trusts and foundations.
4. Experience of working with artists and other creatives.
5. Specialist working industry knowledge of one or more of the artforms ARC presents
6. Knowledge of the Tees Valley and local strategic plans that may present marketing opportunities.



## Working at ARC

ARC is a fantastic place to work, but you don't have to take our word for it. You can hear some of our staff talking about working here in these [short videos](#).

We offer a flexible and supportive working environment, value experience as well as skills and qualifications and work to ensure everyone in the organisation is aware of our equality and diversity commitments. We want to support all staff to fulfil their potential and enjoy a happy and healthy workplace.

For office-based jobs, we operate a flexi-time scheme where staff are expected to be in the office between the core hours of 10am-4pm, but can choose when to work their remaining hours.

ARC's Working From Home Policy allows staff whose jobs can be carried out effectively from home to work up to 20% of their hours remotely.





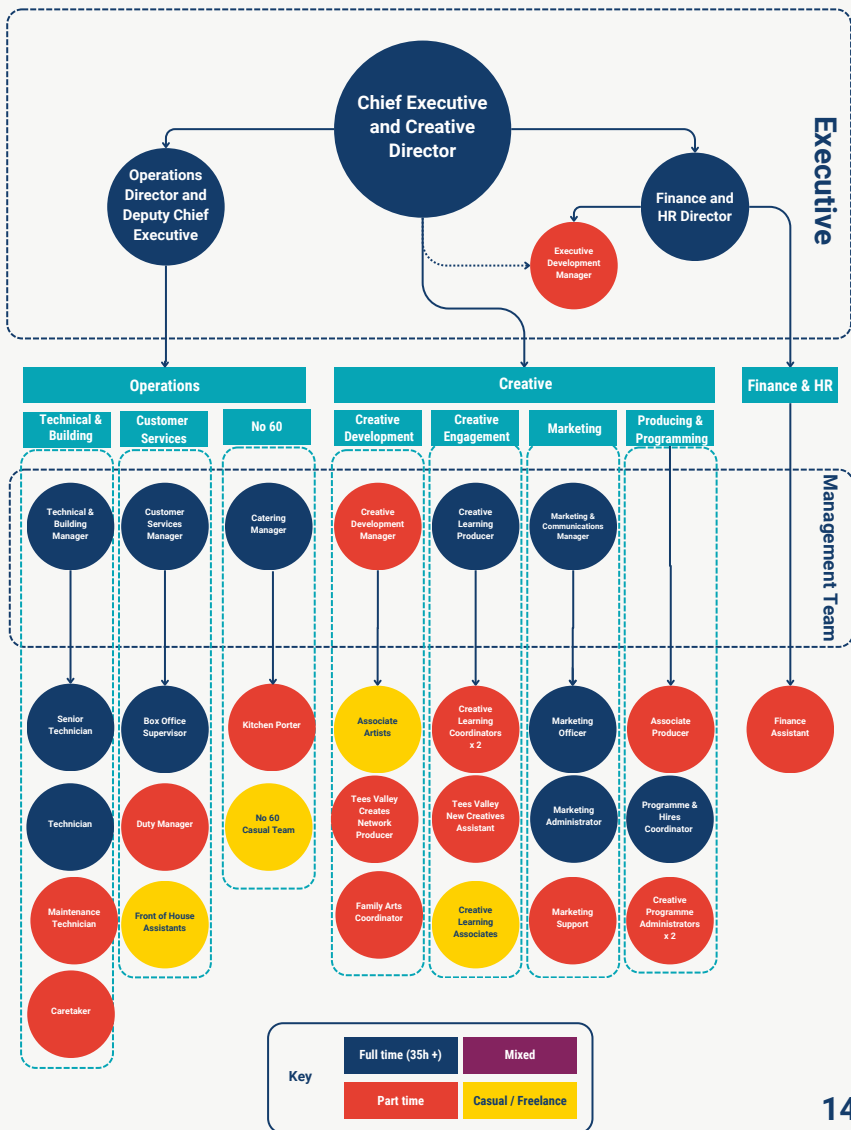
## What to expect if you come and work at ARC

All staff employed at ARC receive:

- An annual performance review
- Annual leave and sick pay in line with the terms of your contract
- Salary payments direct to your bank account on 25th of each month
- Free tickets to films and shows at ARC
- A 20% discount on food at No 60, ARC's café bar
- Annual health and safety, safeguarding and equality training
- Access to a Cycle to Work scheme (<https://www.cyclescheme.co.uk/>)
- An option to join ARC's pension scheme (<https://www.nestpensions.org.uk/schemeweb/nest.html>) – this offers you the chance to save for the future by paying in 5% of your salary, matched by 3% paid by ARC
- Where required, relocation expenses will be available to support the successful candidate relocate to Stockton-on-Tees



# ARC Staffing Structure





## How to apply

If you would like to apply for the job, please complete an application form which you can [click here to download](#)

The form asks for some standard information about your education and work experience, as well as a statement about why you are interested in the role and how your skills and experience would help you undertake the duties outlined in the job description. Please draw on personal and voluntary experience as well as work experience – many of the skills we are looking for are gained through our family and social lives, not just in professional settings.

Please don't forget to tell us why you want this job. We are looking for people who are passionate and motivated so it really helps to understand what aspects of the job you are interested and excited about.

As part of the form it will ask you to fill out an Equality Monitoring survey – please make sure you do this as well.

Once completed, please send your application form to [recruitment@arconline.co.uk](mailto:recruitment@arconline.co.uk) by the deadline below.



The deadline for applications is 10am on Monday 10 February 2025.

We will acknowledge safe receipt of your application by email.

First stage interviews will provisionally be held on Tuesday 18 February. Second stage interviews will provisionally be held on Wednesday 26 February.

Interviews will be held in person at ARC.

Please let us know when you send your application if you would not be able to attend an interview on these dates.

Unsuccessful applicants will be notified by Friday 7 March.

The ideal start date for the successful candidate will be the week commencing Monday 17 March.

## Access requirements

If you have any access requirements in terms of submitting an application or attending an interview, please let us know. We aim to meet everyone's access requirements.

If you need to submit your application in a different format (eg. as a video or audio file or as a hard copy), please let us know in advance so we can look out for it.





## Data Protection

We are required to have a Candidate Privacy Policy to allow us to inform potential candidates of how ARC will collect, store and process their personal data submitted as part of the application process.

ARC will collect, store and process all data submitted as part of the recruitment process for this post in accordance with its responsibilities as the data controller as defined by the General Data Protection Regulation (GDPR).

The length of time that ARC retains submitted applications will depend on which stage of the recruitment process the candidate reaches.

- For candidates who are unsuccessful at the first stage ARC will retain submitted applications for the duration of the recruitment period of the named post.
- For candidates who attend an interview but are unsuccessful at this stage ARC will retain applications for a period of six months from the date that the candidate is informed that they have been unsuccessful.
- For successful candidates ARC will retain applications as part of their HR record in accordance with the terms set out in ARC's staff privacy policy.

ARC collects and stores this information on the basis of legitimate interest as defined by the GDPR in order to be able to demonstrate that it operates a fair and transparent recruitment process in the event that a dispute arises.

ARC will retain submitted equality and diversity monitoring information indefinitely. This data is held as part of an anonymous record which ARC uses to monitor equality and diversity information about applications for advertised vacancies on a regular basis. ARC collects and stores this information on the basis of legitimate interest as defined by the GDPR.

Candidates can object to ARC's processing of their data at any time. If you would like to submit an objection please contact [recruitment@arconline.co.uk](mailto:recruitment@arconline.co.uk). ARC will respond to all objection requests within one calendar month as required by the GDPR.

# Selection Process



## Shortlisting

Once the application deadline has passed, all applications will be read by a recruitment panel which typically consists of three people - the line manager for the role and two colleagues, although sometimes external advisors are involved.

Applications are considered alongside the person specification, with those that demonstrate the best fit in terms of skills, experience and motivations for applying selected for interview.

## Interviews

Interviews are generally held in person at ARC. You will be given details in advance, including the areas that will be covered in the interview and any examples we might ask for. In addition to the interview, you will usually be invited to have a tour of the building, to do a practical or written task (depending on the nature of the job) and then to meet with the interview panel for 30-45mins. All candidates are asked the same set of questions. You will be given the opportunity to ask questions during the interview, although please don't feel that you have to. You will be welcome to refer to notes throughout the interview if helpful. The purpose of the interview is for us to get to know you, and vice versa so we always see it as a two-way process – it is an opportunity for you to decide whether working at ARC is right for you as well as for us to see whether you would be a good fit for the job.

## Informing you of our decision

We generally let people know the outcome of the process by email as soon after the interview as possible but usually within a week.