



Award-winning  
LGBTQ+ theatre



*Work with us!*

We are an LGBTQ+ led theatre company with a clear mission; to strive for a world where all LGBTQ+ people can live authentically and with pride.

**‘TOXIC’ MARKETING ASSOCIATE  
FREELANCE JOB OPPORTUNITY**

## **‘TOXIC’ MARKETING ASSOCIATE**

We are seeking an experienced theatre/arts/events marketer to support the delivery of a dynamic marketing campaign for the premiere of our next show *Toxic*.

### **Period of Engagement**

July to October 2023 (premiere takes place 18-28 October) – distribution of days worked to be discussed with successful applicant.

### **Fee**

15 days (8 hours) @ £200 + 5% uplift for cost-of-living crisis. Total Fee: £3150

### **Contract**

Freelance/self-employed.

### **Location**

The Marketing Associate will be expected to work from home or their own work base meeting via video call, unless required in person for meetings (Manchester or Salford) or to be present during the production weeks (HOME, Manchester).

### **Access, Inclusion and Diversity**

Dibby Theatre is committed to access, inclusion and diversity. Speak to us about how we can best support you to do your best work and we'll do our very best to make it happen.

## **KEY DELIVERABLES**

Working closely with the Company Marketing Lead (Nathaniel Hall), Producer (Ross Carey), PR Consultant (Rachel Furst) and the HOME Mcr Marketing Department the Toxic Marketing Associate will:

- Deliver the Toxic Marketing Strategy (already drafted) inc. print and digital marketing for the premiere of Toxic 18-28 October at HOME, Manchester.
- Develop and deliver a dynamic and engaging social media campaign for the premiere of Toxic.
- Support the marketing and promotion of other wrap around activity associated with the show (post-show discussions, workshops and other events).
- Support the development and implementation of an Audience Agency exit survey capturing key baseline data on Dibby's Greater Manchester audience.
- Support Dibby to develop and retain core audiences in Greater Manchester through data capture strategies.

### **The successful applicant should have:**

- Demonstrable experience of delivering dynamic marketing campaigns for theatre in Greater Manchester or the North West.
- A passion for creative problem solving and desire to bring new and exciting marketing ideas to the project.

- Experience in delivering digital marketing strategies (advertising with digital publications/platforms, sponsored social media etc.) and how to drive traffic to sales of tickets.
- Knowledge of local (Greater Manchester) digital and print-based marketing and advertising opportunities.
- Experience designing and delivering dynamic narrative driven social media campaigns (inc. Instagram posts, reels and stories, Facebook, and Twitter)
- Experience managing marketing and advertising budgets.
- An understanding of how to develop and target key audiences for LGBTQ+ work.
- An understanding of GDPR and data protection laws.
- Excellent attention to detail (proofreading).
- Experience working with a large team of creatives, partners and associates to deliver shared aims.

**Desirable (but not essential):**

- Web building/editing capabilities (Dibby uses Wix).
- Email marketing design experience (Dibby uses Wix.)
- Knowledge of digital marketing metric tools (e.g. social media insights) to understand reach and target marketing more precisely to key audience.
- Experience building and implementing Audience Agency surveys.
- Experience in developing localised audiences through marketing campaigns.
- Ability to work flexibly and responsively to changing demands.

**TO APPLY**

Send your CV or portfolio and a covering letter no more than 2 sides of A4 detailing how you meet the specification for the job [hello@dibbytheatre.org](mailto:hello@dibbytheatre.org).

Alternatively, you can send your covering letter as a video or voice note no longer than 4 minutes in length.

**Deadline**

Wednesday 21 June 2023

**Shortlisting and Interview**

We will shortlist successful applicants for interview on Wednesday 28 June.

Interviews will be approx. 30-60 mins in length and will take place online.

**ABOUT TOXIC**

*Toxic* is a new multi-disciplinary play led by Nathaniel Hall (*First Time, It's A Sin*) exploring the unique impact of HIV, racism, homophobia, toxic gender norms on queer relationships today. An explosive studio 2-hander with a mix of storytelling, movement, visual projections, and an original pumping House music soundtrack by SHAR, this semi-autobiographical show begins where *First Time* ended.

Toxic is produced by Dibby Theatre and Co-Commissioned by HOME Mcr. The production is funded and supported by Arts Council England, National Lottery Community Grants, Power to Change, The Granada Foundation and The Greater Manchester LGBTQ+ Community Fund.

## ABOUT DIBBY

Dibby Theatre is an award-winning national touring theatre company from Manchester. LGBTQ+ led they tell urgent and untold stories full of wit, grit and soul that surprise, challenge, entertain and inspire queer hope and resilience. With an extensive outreach and talent development programme, their work reaches beyond the stage to celebrate the diverse communities they serve. Dibby Theatre is a member of the Independent Theatre Council | [www.dibbytheatre.org](http://www.dibbytheatre.org) | @DibbyTheatre

Toxic is supported and funded by

**HOME**



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**Community  
FUND**



**The Granada  
Foundation**