

Job Description

Job Title:	Marketing and Development Officer
Service:	Coram Shakespeare Schools Foundation
Reporting to:	Sales and Marketing Manager
Salary Range:	£24,500 per annum
Work Pattern:	Full time, Monday-Friday 9am-5pm
Contract Type	1 year fixed term (with possibility to extend)

About Coram

At Coram, the UK's first children's charity, we never stop making change happen to create better chances for children. Step by step, child by child, Coram fights for children's legal protection today and enables them to gain the skills they need for tomorrow, giving them the chance to shine.

We see ways that the policies and decisions which affect children's lives could be fairer and more effective. So we tackle the bigger picture too. Inspired by the views and experiences of children themselves, we galvanize professionals to improve the systems, which will allow better chances for future generations of children.

But this is not enough. Creating a world in which all children can have the best possible chance in life means breaking the cycle of injustice. Coram is seeking to expand its delivery and policy impact and launching the new Institute for the Future of Children to share insights, convene stronger concerted action and make a fundamental shift to a society that cares about children.

About Coram Shakespeare School Foundation

We transform lives through the unique power of Shakespeare.

Coram Shakespeare Schools Foundation is a national cultural education charity that exists to instil curiosity and empathy, aspiration and self-esteem, literacy and teamwork - giving young people the confidence to stride onto whatever stage they choose. Our programmes follow a rigorous and supportive process to train teachers and young people in an active and ambitious way of working with Shakespeare.

Our objectives are:

- To promote life skills, social cohesion and ambition
- To promote educational attainment - especially in literacy and performing arts
- To provide a unique cultural and creative experience to young people from disadvantaged backgrounds

Purpose of the Role & Main Duties

This is an exciting time to join the Sales and Marketing Team and there is a significant opportunity to make a real difference within a national cultural education charity:

- This role sits at the heart of the Sales and Marketing Team, supporting, developing and implementing components of 2024-25 strategy.
- The post-holder will be accountable for key revenue streams which support the Foundation's work planning, delivering and reporting on each.
- The Officer role will deliver outstanding written and communication skills to all of Coram Shakespeare Schools Foundation's audiences through newsletters, social media and elsewhere.
- They will support the Head of Coram Shakespeare Schools Foundation and the charity's Fundraising Consultant with its individual giving stream of donation income.

Sales

Using sales techniques, plan and implement revenue streams to an annual budget.

- **Merchandise** – manage the production, sales and distribution of all merchandise for Coram Shakespeare Schools Foundation. Increase online sales through the Coram Shakespeare Schools Foundation website and across 100+ performance nights during the Festival. Steward Coram Shakespeare Schools Foundation's partnership with Spleat Photo, coordinating with the Programmes Team to ensure every opportunity to raise crucial funds to support our work is established and maximised.
- **Box Office** – monitor and report on Festival box office sales, working closely with the Programmes Assistant and reporting to the Sales and Marketing Manager.
- **Research** – enhance Coram Shakespeare Schools Foundation's awareness of current market trends ensuring all products and activity are accessible to its audiences and comparable to competitors.
- **Festival Sales** – up to 20% of the working week will be spent supporting our Schools Outreach Officers as they contact new and existing school customers to sign them up for the Theatre and Film Festivals.

Marketing and Communications

Work with the Sales and Marketing Manager and Programmes Assistant to increase Coram Shakespeare Schools Foundation's profile through our nationwide Festival, engage prospect donors in our work and update our audiences through our monthly newsletter.

- **Social Media** – create social media content in line with the organisation’s tone of voice and develop our approach to increasing revenue streams through social platforms.
- **Festival Marketing** – produce digital and print material to support sales to schools, and promote nationwide performance nights to regional audiences growing revenue through ticket sales.
- **Website** – update relevant pages as appropriate to the charity’s activities.
- **Design** – support the Sales and Marketing Manager in creating all Coram Shakespeare Schools Foundation marketing materials on Adobe InDesign and Photoshop.
- **MP Outreach** – cultivate and host key parliamentary stakeholders, inviting them to Coram Shakespeare Schools Foundation events.

Fundraising

Work with the Head of Coram Shakespeare Schools Foundation, the charity’s Fundraising Consultant and the wider Coram Group, to acquire, engage and steward individual giving donors.

- **Comms Drafting** – write appropriate communications for new and existing Coram Shakespeare Schools Foundation supporters, keeping them engaged and enthused about the charity’s work. This includes the writing of the organisation’s monthly newsletter.
- **Comms Logistics** – ensure quality supporter communications are sent out to the right people, at the right time, during busy, time-sensitive fundraising campaigns.
- **Record-keeping** – Liaise with the Coram Fundraising and Finance Teams to ensure accurate records are kept of all incoming donations and outgoing communications.

Systems

Support the entire organisation through the management and iterative development of existing Coram Shakespeare Schools Foundation systems.

- **Website** – support the maintenance and development of the “Backstage” area of the charity’s website, used by schools to access key project information and resources.
- **Salesforce** – support the maintenance of accurate records, and the creation of key database reports, on our CRM.

General

- Actively contribute to the successful achievement of departmental and charity-wide goals.
- Support and propose new income generating ideas.
- Contribute to the development of a professional working and learning environment within Coram Shakespeare Schools Foundation.
- Adhere to all Coram Shakespeare Schools Foundation policies and procedures with particular reference to Equal Opportunities, DBS checks and Health and Safety.
- Actively embody the charity’s values.
- Carry out all duties in compliance with internal and statutory procedures of the charity.
- Report regularly to the Sales and Marketing Team and Whole Team meetings.
- Recognise and challenge all forms of discrimination and prejudice in the workplace.

- Treat everyone with respect, dignity and fairness and acknowledge and celebrate diversity.
- Maintain an awareness of your own and others' health and safety and comply with Coram Group Health and Safety policy and procedures.
- Maintain confidentiality of information; it will be necessary to comply with all requirements related to the Data Protection Act/ General Data Protection Regulations (GDPR).
- Carry out any other duties as reasonably requested.