Application Pack – Communications Manager, Mahogany Opera Group

Please find enclosed an application pack for the role of Communications Manager of Mahogany Opera Group.

Further information about Mahogany can be found on our website: mahoganyoperagroup.co.uk

In order to apply, please submit the following:

- Cover letter detailing your interest in the post including specific examples of how you meet the person specification
- Current CV
- Company Equal Opportunities Monitoring Form (sent with this pack)

Deadline: Received by 5pm, Thursday 19 January 2017

Interviews: Friday 27 January 2017

Email applications to: recruitment@mahoganyoperagroup.co.uk

[put ‘Communications Manager Application’ in the subject line]

Further information: email ivanvankalmthout@mahoganyoperagroup.co.uk with any questions or to arrange an informal conversation with Ivan van Kalmthout (Chief Executive)

We look forward to receiving your application and thank you for your interest in Mahogany Opera Group.

Attachments:
- Equal opportunities form
- Organisational chart
About Mahogany Opera Group

Mahogany Opera Group is a leading UK opera and music theatre company specialising in new and contemporary work. Mahogany relaunched in 2014, combining two companies under the artistic direction of Frederic Wake-Walker (The Opera Group and Mahogany Opera).

Mahogany’s mission is to stretch the boundaries of what opera can be and who it is for. Our vision is for opera and music theatre to be a thriving, connected and relevant part of the contemporary cultural ecology. We make new work in new ways, tour to different spaces and places, involve audiences and participants in the various stages of our work. We occupy a unique place in the sector, being the only company of this size to tour new work and participatory projects across the UK and internationally.

Mahogany’s key strands of activity are:

- Commissioning and producing new and contemporary works of music theatre
- Touring in the UK and internationally, developing a variety of partnerships to bring work to diverse audiences
- Projects for children and young people, creating opportunities for them as audience members, participants and opera-makers
- Various Stages, a research and development programme giving artists the chance to develop ideas while also inviting audiences into the process of creating work
- Training and development for artists at all career points, from early career to established

The current programme sees the company present around 30-40 performances each year, with around four productions in repertory and three in development at any point. Projects are developed through our research and development programme, Various Stages, which has a reputation within the sector for its distinctive approach to interrogating ideas. The reach of our work is sustained through making strong partnerships with a wide range of organisations as co-producers, hosting venues and delivery partners. Recent partners include: Barbican, Royal Opera House, Rosehill Theatre, Norfolk Music Service and Rotterdam Operadagen.

Recent projects include:

- **Gloria – A Pigtale** – HK Gruber’s cabaret opera co-produced with Bregenz and Buxton festivals
- **Brundibár** – a new production of Hans Krása’s short opera for children, made famous for its performances at Theresienstadt concentration camp, with 500 young people across the UK
- **Folie à Deux** – a short, intense piece about shared psychosis by Emily Hall and Icelandic writer Sjón, also released as a concept album
- **Lost in Thought** – the world’s first mindfulness opera, combining silent retreat and musical performance by Rolf Hind
- **The Rattler** – the true and original story of Rumpelstiltskin for young people and families by Stephen Deazley and Martin Riley
- **Various Stages Festival** – a showcase of work in development open to audiences and industry

Upcoming projects include: Dominic Robertson’s Mozart-mash-up *Mozart vs Machine*, an adaptation of Polish avant-garde playwright Witkacy’s *The Mother (Matka)* by Laurence Osborn, a nationwide project creating new mini-operas with and for young people aged 7-11, and a third edition of the Various Stages R&D Festival, showcasing work by Mahogany and our peers.

Mahogany is an Arts Council England National Portfolio Organisation Creative Associate of Watford Palace Theatre. The company has an annual turnover of around £800,000. For a further introduction to Mahogany, [download our manifesto](#).
The Future

Our current business plan runs until April 2018. The company is currently in the process of reapplying for its Arts Council England National Portfolio Organisation funding which, if successful, would run until April 2022.

The company has been restructuring over the last year. In July 2016, a new Chief Executive Ivan van Kalmthout was appointed to work alongside Artistic Director Frederic Wake-Walker. Following the departure of current Executive Producer Alison Porter in February 2017, the Communications Manager role will encompass more of the strategic planning than previously, working closely with Ivan and Frederic.

Structure

Please see organisational chart. Mahogany has a compact and committed team of staff and an ever-growing and changing family of freelance artists, production teams and collaborators.

The company will normally lead on the production of a project, working with co-producers and partner organisations.

The company has no theatre of its own, touring extensively across the UK and internationally.

Communications Manager - Terms

**Responsible to:** Chief Executive

**Salary:** £28,000-£32,000  
**Hours:** Full time  
**Start date:** March 2017

**Probationary period:** Three months from the first day of appointment  
**Notice period:** 4 weeks within the probationary period and thereafter 3 months  
**Holiday allowance:** 4 weeks paid leave per year in addition to statutory holidays

**Office:** Mahogany Opera Group has an office at the Institute of Contemporary Arts, 12 Carlton House Terrace, London, SW1Y 5AH

The role will involve working outside normal hours and some travel in the UK
Marketing & Communications
- Devise and manage communications strategy, plan and deliver all marketing activity
- Briefing and working with graphic designers, photographers and film makers to produce effective and dynamic marketing campaigns to include print and digital marketing
- Manage annual marketing budgets, maintaining tight control of expenditure
- Build and manage effective relationships with venue marketing managers in order to increase audiences, supporting their activity as required
- Manage special marketing and audience development campaigns around projects, fundraising, brand awareness etc. as required
- Produce monthly e-newsletters

PR
- Manage company’s freelance PR consultants to maximize the company’s profile locally, nationally and internationally

Digital
- Design and manage a digital strategy for the organisation
- Maintain the website, including day-to-day activity and larger projects, managing web developers, monitoring web stats and improving SEO
- Develop and maintain a strong social media presence, gathering content from rehearsals, workshops and performances
- Manage the production of digital content (e.g. promotional and archive video) and further projects associated with productions as required
- Lead on relationships with digital partners, particularly with regards to digital distribution

Audience Development
- Work in partnership with venues to plan and implement an effective audience development strategy to increase, maintain and diversify our audience
- Work with external agencies to survey audiences and analyse data, contributing towards our annual evaluation and to inform future marketing strategies
- Monitor audience development targets as set out in the business plan
- Liaise with venues regarding data collection and analysis, aiming to have a data sharing agreement in place with all venues
- Manage and deliver audience surveying at all performances
- Prepare and analyse data for project evaluations and reports

Customer Relationship Management
- Oversee the company’s database which both includes our mailing list and stakeholders (venues, partners, funders etc) and implement initiatives to improve effectiveness
- Work with the Development Manager to utilise the database to support the fundraising and touring strategies
- Manage the mailing list

Strategy & Business Development
- Work with Chief Executive on developing and implementing the strategic vision of the company and business planning
- With Chief Executive, maintain a strong relationship with Arts Council England, ensuring all reporting requirements are met and inputting into new funding application when necessary
- Work with Chief Executive and Development Manager to support fundraising as required
• Support the organisation’s artistic planning, acting as a sounding board to Chief Executive, to ensure robustness and that it maintains audience reach and relevance
• Attend board meetings and provide relevant briefing documents as necessary

General
• Oversee production of corporate print
• Maintain the company brand and ensure our branding guidelines are adhered to in all communications
• Keep abreast of industry product and marketing trends, including other arts organisations and arts industry promotional activity.
• To act always in the best interest of Mahogany Opera Group
• To travel regularly within UK and abroad to see the company’s work and represent the organisation.
• To represent and promote the company at relevant industry events and conferences

Experience and Skills

Essential
• At least three years’ experience of devising and implementing successful strategic marketing campaigns in collaboration with venues and other partners
• Ability to manage and develop good relationships with venues, agencies and other partners
• Fluent writing skills across a range of outputs: copy for publicity materials, web content, social media and business planning and fundraising documents
• Excellent communication skills - you will be confident in representing the company at all levels
• Strong budget management
• Ability to work under pressure to tight deadlines, to work on your own initiative with minimum supervision and as part of a team
• Excellent IT skills
• A knowledge of contemporary music and/or theatre practice, particularly in the UK
• Ability to inspire and influence those around you

Desirable
• Experience of fundraising/development
• Experience of marketing for touring productions
• Experience of working with databases and website software
• An understanding of and commitment to diversity and inclusion
• Experience of working in Arts Council England frameworks
• Awareness of current equality and diversity practice in the arts

Personal qualities
• Organisation - you will be an organised person with a keen eye for detail
• Enthusiasm - you will have a passion for developing audiences for the work we do and the ability to communicate that enthusiastically to partners
• Commitment – you will understand and fully support our mission and purpose, advocating strongly on behalf of the organisation and creating opportunities to extend its reach
• Vision – you will be a creative, strategic thinker; curious and providing innovation and challenge to the organisation to help drive our strategy forward