Strategic Marketing Consultant

**JOB TITLE:** StrategicMarketing Consultant

**TIMING:** This role is a fixed term 3-month contract, comprising 30 days betweenMarch-May 2022.

**LOCATION:** Applicants may use our office in Faversham, Kent, or work remotely, or a combination, as the work requires.

**REMUNERATION:** This is a freelance role offering a total fee of £6000 (based on £200 per 7.5 hour working day including all expenses). The post-holder is responsible for payment of their own income tax, National Insurance etc and is not entitled to holiday pay, sick pay, pension or any other benefits.

**REPORTING TO:** Development Director (who works remotely)

**RESPONSIBLE FOR:** There are no line management responsibilities

**JOB PURPOSE**

The key purpose of the role is to undertake market research and devise a marketing strategy and plan for inclusion in Moving Memory’s new 3-year business plan. A final report, delivered by the end of May 2022, must include agreed content for all relevant sections of the business plan.

**ORGANISATIONAL CONTEXT**

Moving Memory Dance Theatre is an innovative, collaborative & inclusive physical performance company which has been performing in public spaces, town centres, festivals and theatres for over 10 years. The work we produce, and the way it is produced, challenges ageist attitudes. We are currently investing in the development of our unique participatory practice, Moving Well. Designed to be used with a wide range of groups, Moving Well encourages creativity, collaboration and movement, leading to a renewed sense of self, identity and agency in participants. Our ambition is to scale up and increase our capacity to deliver an expanded Moving Well programme. The Strategic Marketing Consultant will help us with the first stage of this process – devising a three-year business plan.

**MAIN DUTIES AND RESPONSIBILITIES**

* Assess previous evidence and evaluation to quickly grasp the depth, integrity and potential of Moving Memory’s work
* Undertake market research into the value of Moving Memory’s work in different sectors including arts, community, social care, health, mental health and sports, and paying particular attention to shopping & town centre management.
* Identify the partners/customers/audiences with most potential to understand, appreciate and invest in or commission our work, both performance and participatory.
* Identify how we can provide best value for potential partners/customers and increase our competitive edge.
* Draw up a realistic shortlist of potential new customers, and initiate some new relationships.
* Arrange, attend, and report on meetings, calls or events with existing and prospective  
  stakeholders.
* Research and monitor sector trends and competitor activities.
* Significantly raise the profile of the organisation amongst commissioners, customers, and health and social care professionals

**OTHER**

* Respect the confidentiality of all organisational information.
* Contribute positively to an organisational culture of equality and demonstrate a commitment diversity, inclusion and to removing all forms of discrimination.
* Act within our stated values and comply with our policies and procedures.
* Represent the organisation in a positive manner.
* A flexible approach is required for the role, as additional duties commensurate with the role may occur from time to time.

**PERSON SPECIFICATION**

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|  | **Essential** | **Desirable** |
| **Qualifications** |  | A formal marketing qualification at degree or equivalent level. |
| **Experience** | Researching and writing the marketing section of a strategic business plan.  Building cross-organisational relationships.  Marketing in at least 1 of the following sectors: arts, community, social care, health, mental health, sports, shopping & town centre management.  Managing PR opportunities. | Reporting and presenting to colleagues, senior management, and external agencies. |
| **Knowledge** | Understanding of how to collect and analyse data.  Current discourse on the value of creativity to health, well-being and community development. |  |
| **Skills** | Excellent research, literacy, digital literacy, inter-personal and communication skills.  Ability to make connections and collaborate.  Comfortable negotiating and influencing. |  |
| **Personal Attributes** | A passion for innovation, creativity, and data-based insight. |  |
| **Other** | A commitment to equality, diversity and inclusion.  Understanding of ageism as defined by the WHO – “the stereotypes (how we think), prejudice (how we feel) and discrimination (how we act) towards others or oneself based on age.” |  |