



MARKETING COMMUNICATIONS MANAGER

FULL TIME

Department: Marketing & Commercial

Salary: Based on experience

Closing date for applications:
8pm on Thursday 10th December 2020

First round interviews are expected to take place w/c Monday 14th December.

An application form, job description and person specification can be viewed on [our website](#).

Applicants need to be aware that only a completed application form will be considered, unless it is specifically indicated in an advertisement that a CV will be accepted. If an applicant is interested in more than one vacancy, a separate application must be submitted for each vacancy to ensure that the individual role requirements are addressed.

No agencies.

Candidates must be eligible to work in the UK, for more information please [UK Gov's Visa Check](#).

*Please note, Backstage Academy reserves the right to shorten/extend the closing date of any position where a high/low volume of applications are received.

The role of Marketing Communications Manager will be part of a newly formed group-wide marketing department responsible for raising the awareness and enhancing the reputation of the Production Park group of companies through multichannel marketing activity under the direction of the Marketing & Commercial Director.

The Production Park Group includes:

- Backstage Academy - *the higher education provider* - a small & specialist institution with over 200 students offering degrees for the live events industry.
- Production Park - *the destination* - the campus on which all members of the group and over 20 tenants (live events businesses) are located.
- Production Park Studios - *the studios* - rehearsal studios in Yorkshire and London.
- XPLOR - *the innovation centre* - a research and innovation centre for the live events industry.

This is a rare opportunity for a creative marketer to work in a truly unique environment in the heart of the live events industry - a place where the world's biggest artists come to rehearse and build their sets, where industry professionals innovate, and where the next generation of live events professionals are born.

Main responsibilities include managing the creation of impactful content, writing engaging copy to tell our story, developing a powerful social media presence and leading on physical and virtual events.

Success will be measured differently depending on the group member. For example, for Backstage Academy, success will ultimately be measured by student recruitment and commercial training revenue. For Production Park Studios, success will be measured by studio bookings including events.

Backstage Academy is the largest member of the Group therefore significant experience of marketing in a higher education (HE) environment is essential. Experience of marketing in the live events industry and/or other creative industries would be beneficial.