

CIRQUE 
Bijou

WE MAKE SHOWS

MARKETING AND COMMUNICATIONS MANAGER

- Salary:** £24-28k, pro rata, dependent on experience
- Hours:** 24 hours per week (3 days) spread over 4-5 days – flexible
- Reports to:** Artistic Directors
- Location:** Based in our Bristol office, with some flexibility for remote working. There will be opportunities for travel.



ABOUT CIRQUE BIJOU

Cirque Bijou pushes the boundaries of contemporary circus, street theatre and spectacle, seeking out the new, unexpected and extraordinary to create unforgettable and exquisitely-crafted shows for any stage or space.

We are leaders in the creation of innovative and groundbreaking shows with and for communities and clients worldwide, with emerging and world class artists, and for audiences of fifty to tens of thousands.

Our varied portfolio spans contemporary circus, spectacle and street theatre for arts and commercial festivals, public and private commissions, corporate events and parties, and rock and roll and stadium tours. We are experts in creating new artistic work with high production values for large-scale commissions.

A key project of the company is Extraordinary Bodies, an Arts Council-funded partnership project that is leading the way for integrated circus in the UK.

We are re-advertising this post after a recent round of recruitment did not reveal the right person. We know you are out there!

UNFORGETTABLE MOMENTS

Dancing 'Steve' heads for the Minecraft Convention | A bicycle on a highwire to celebrate Bristol European Green Capital | 2012 fire torch waders in the sea as part of our Olympic project Battle for the Winds | 10 years of high octane spectacle shows for Goodwood Festival of Speed's VIP Drivers' Ball | 15 years of our Circus and Street theatre stage at Bristol Harbour Festival | Forming the UK's only professional integrated circus company in 2013 | Touring the world with rock band Muse from 2007 - 2013 | Dancing onstage with Taylor Swift at MTV EMA | A flaming high wire & over 100 artists for Wilderness Festival | Project 3Sixty: beatbox, bikes, breakdance, video and plenty of pyrotechnics at the National Theatre



THE ROLE

This is a newly created role for an ambitious and multi-talented marketing professional, representing an investment in the development of the company. The Marketing and Communications Manager will, with the support of the team, take full responsibility for setting the marketing strategies that allow the company to reach its potential over the next few years. They will plan and implement all marketing outputs, taking complete ownership of this area of work for the company.

Cirque Bijou has established a great reputation over many years in the circus, outdoor arts and festival sectors, which we will continue to develop with your help. We are also looking to grow our already well-established commercial and international business, which will require strategic thinking, creativity and tenacity. The ability to understand and to celebrate all the different areas of our unique business, and to identify who our clients, our audiences and our future markets are is the key to success in this role.

ABOUT YOU

Authentic and persuasive, you will be able to work autonomously with confidence, whilst maintaining great communications and relationships amongst our very supportive team. You will be confident planning and implementing business-to-business marketing campaigns, event-specific publicity and arts marketing, using our striking imagery and video footage. You will have creative flair and a great eye for detail.

You will be an excellent networker, with a wide range of contacts you can call upon, and have the strategic eye to identify and build key relationships for the business. You will have the ability to multi-task and see the bigger picture – keeping the day-to-day marketing going whilst working to a broader plan, weaving stories and case studies together across multiple platforms to position Cirque Bijou as the pioneering, ever-changing, movers and shakers that we are.



MAIN RESPONSIBILITIES

Our work ranges from technology-driven, large-scale commercial shows with high production values for stadiums, to low-tech, intimate arts performances made with communities in their own backyards. The post-holder can expect their own work with us to be as varied. The list below is indicative, and not exhaustive.

- 🕒 Devising, planning and implementing all the company's B2B and arts marketing and sales strategies
- 🕒 Developing marketing plans and sharing progress at regular meetings
- 🕒 Responsibility for all communications channels (website, mailchimp, social media, PR, direct mailing)
- 🕒 Managing PR and seeking press opportunities as appropriate
- 🕒 Generating new business for the company – research, networking and meeting clients.
- 🕒 Managing contact lists/client databases carefully and appropriately.
- 🕒 Producing/creating marketing collateral such as presentations, show-specific advertising, show proposals.
- 🕒 Commissioning documentation (photo, film) of our work and managing its use for promotional purposes



PERSON SPECIFICATION

Essential

- 🕒 Demonstrable marketing experience at a strategic level
- 🕒 Excellent communication skills including networking and building relationships, communicating efficiently with team members
- 🕒 Ability to write compelling, accurate copy
- 🕒 Experience working in an arts/events environment
- 🕒 Demonstrable sales experience
- 🕒 B2B specific marketing experience
- 🕒 Experience of designing simple marketing materials and commissioning more complicated marketing materials
- 🕒 Ability to work independently under pressure managing time, competing priorities and resources in a structured way
- 🕒 Excellent IT capabilities – including mac programs, keynote and powerpoint, photoshop and design programs, wordpress
- 🕒 Experience working with PR and press
- 🕒 In depth understanding of digital marketing, including audience segmentation, using insights to best effect, building social media following in line with specific marketing plans

Desirable

- 🕒 Marketing qualification
- 🕒 Design qualification/demonstrable experience
- 🕒 Experience managing budgets
- 🕒 Public speaking/presentation experience
- 🕒 Business development experience
- 🕒 Producing/commissioning experience in an arts/media environment
- 🕒 Experience working with both arts and commercial sectors in a marketing position

FURTHER INFORMATION

Company Ethos

Cirque Bijou are committed to sustainability, diversity and accessibility in all that we do. We are also committed to supporting and developing our staff and the post-holder will be offered training within the role, including access training if required.

Access

D/deaf and disabled applicants fulfilling the basic criteria for the role will be interviewed. If you have any specific access requirements for the interview, or foresee any barriers to the proposed way of working, please specify if you are invited to interview.

How to apply

Please send us your **CV** (no more than 2 sides of A4) detailing relevant work experience and qualifications that recommend you for this role.

Please also send us a Vimeo link to a **3 minute video** (e.g recording to a smartphone camera), telling us why you are applying for this position and why you are suitable for the role. We are not accepting written cover letters for this role.

Your application should be sent to kate@cirquebijou.co.uk.

<p>Deadline: Monday 6th August, midday Interviews: Wednesday 15th August, Bristol</p>

If you have any questions regarding the role or would like to speak to someone in advance of applying, please call our office on **0117 902 9730** and speak to Geraldine or Kate.

What happens next

If you are shortlisted, we will contact you via email and/or telephone to invite you to interview. At this point, we will ask you to provide details of two professional references, who we will not contact except if we later decide to offer you the job. We will ask you to prepare to give us a short presentation during your interview.

Thank you for your interest in this role and we look forward to receiving your application.



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