

Job Title: Marketing and Communications Manager
Reporting to: Executive Director

NoFit State is an internationally renowned contemporary circus company. Every year the company tours productions in its Big Top, in theatres, and at outdoor locations throughout the UK, and internationally. The company's Cardiff home houses a year-round programme of professional and community classes and projects and provides facilities for a wide range of visiting companies and independent artists.

The company engages with a diverse and broad range of communities with approximately 120,000 people participating in our regular programmes or attending one of our touring productions each year.

NoFit State is a dynamic, creative organisation that thrives on challenge and is constantly seeking to learn and improve in all areas of everything that it does. We are inspired by the extraordinary things that ordinary people can achieve and celebrate the communal strength that comes from the traditional circus touring life.

As an international touring company rooted in a bi-lingual nation NoFit State is a multi-lingual and multi-cultural company that celebrates linguistic and cultural diversity.

Purpose

To strengthen and grow the company's profile and deepen engagement with audiences, participants, stakeholders, and presenting partners across Wales and beyond. You'll lead imaginative, data-informed campaigns that champion our brand, amplify our impact and ensure all activities meeting their sales, attendance and engagement targets, while staying true to our values of creativity and inclusivity.

Key Responsibilities

Marketing

- Developing and delivering a dynamic, creative, and tailor-made marketing campaign for each project and programme strand. This includes print, advertising campaigns, press campaigns, full use of social media and online tools, as well as traditional circus marketing techniques
- Managing the development of all designed materials, creating compelling and inspiring content for everything we do for a variety of channels and platforms, maximising our reach to potential audiences
- Developing a strong and compelling range of promotional materials across a wide variety of platforms to promote the company and all its work to potential partners and stakeholders including potential presenting partners, sponsors, co-producers, commissioning partners, donors and funders
- Ensuring that company brand and identity is strongly and coherently maintained across a diverse range of voices, marketing tools, and platforms
- Ensuring that all materials are produced in appropriate languages and all marketing materials for all activity in Wales are fully bilingual
- Ensuring that all marketing materials are produced in line with current best practices for accessibility and inclusion

Communciation

- Building a rich relationship with audiences and participants through maintaining frequent and diverse opportunities for them to engage with the company outside of our visits to their locality – including regular newsletters and e-flyers - as well as maintaining the company website and maximising use of a wide variety of social media channels
- Gathering and using data to understand patterns and trends, can benchmark impact and reach, and understand how to grow and learn
- Leading on PR activity and developing PR strategy as needed, to strengthen the company's profile and reach for specific campaigns as well as the company as a whole, raising raise awareness in key target markets amongst both mainstream and non mainstream media consumers
- Writing press releases, liaising with media outlets, managing and coordinating press calls and press nights

Knowledge and Resource Management

- Driving forward the company's online presence and profile, keeping abreast of social media trends and adapting the company's approach as necessary, monitoring organic social media activity
- Driving forward the company's understanding of sectoral initiatives, innovative approaches and successful marketing, audience development and communication techniques to strengthen the company's performance
- Ensuring that all activities are recorded and maintaining the company's archives
- Understanding and maintaining the company's websites, ensuring they are up to date, visually appealing and compelling, working with developers and external software to deliver smooth operation
- Developing the company's digital asset management system to be used both internally and externally
- Ensuring accurate data collection and robust feedback systems that support effective evaluation and monitoring
- Maintain membership of and participation in national and international networks

Personal qualities and professional competencies

You are a strong creative thinker with a passion for communication and persuasion. You have a strong visual sense and a flair for language. You enjoy listening and learning and understanding other people's motivation and what inspires them. You are driven to succeed and enjoy challenge. You have strong instincts and have learnt to trust them – and challenge your understanding through a rigorous approach to gathering data and evidence. You are open to new ideas and are driven to build further on previous success.

The arts are an important part of your life – and you are driven to ensure that as many people as possible have the opportunity to experience, to be inspired, to be challenged by the work of NoFit State. You want to make a real difference within a small team of colleagues, you enjoy working collaboratively and initiating ideas. You have meticulous attention to detail and accuracy, are driven to achieve outcomes rather than complete tasks, and understand the absolute imperative of a deadline. You are a clear thinker and are able to prioritise and manage your own time.

Essential skills, qualities and experience	Desirable skills, qualities and experience
At least three years experience in a comparable role within the arts, marketing or creative sectors	Previous experience within the field of contemporary circus
Proven ability to inspire, enthuse and engage others through engaging written communication in English	Ability to inspire, enthuse and engage others through written communication in other languages – in particular Welsh or French
Proven ability to vary the tone and use of spoken and written language and vocabulary to different contexts and for different purposes	A confident Welsh speaker
Proven ability to understand the power of the image and successfully apply different visual dynamics and approaches to different contexts and for different purposes	Previous experience of producing materials for different purposes: promoting a company within a sector; productions to presenting and commissioning partners; and marketing performances to audiences
Meticulous attention to detail and accuracy	
Proven experience of using of design software, CRM and content management systems, email marketing solutions	A good working knowledge of Spektrix, Concrete 5, DotDigital, Adobe Creative Suite (especially InDesign, Photoshop and Illustrator), Canva
Proven experience of working closely with developers	Experience of website-to-booking-system integration
Proven experience of using social media analytics and management tools	Experience and understanding of GA4
Proven experience in design and print processes in production	Proven experience preparing designs for print
Proven experience of successfully managing photo-shoots, and commissioning promotional videos	Proven experience of photo and video editing, enhancement and manipulation
Proven experience of making a range of marketing materials accessible	Previous experience of community marketing
Proven experience of managing campaign budgets and negotiating with sub-contractors and suppliers to achieve best value for money	

Line Management

You will be responsible to the Executive Director

You will be responsible for line managing the Marketing & Communications Assistant

You will be responsible for a range of freelance contractors and suppliers

You will work collaboratively with the core team and wider company

Additional Information

This is a full-time and permanent post following an initial three-month trial period.

Salary: £31,000 - £32,500 depending on experience.

The post holder will be employed on a PAYE basis and based in the company's main Cardiff office, Four Elms. Hybrid working may be considered, though the majority of the time must be in the office and agreed in advance with the line manager. Evening and weekend working may be required.

NoFit State strives to be an Equal Opportunities employer and welcomes applications from all sections of the community.

NoFit State is a Living Wage employer and complies with all employment legislation and statutory requirements as a minimum standard from which to build.

Applicants must be eligible to work in the UK.

If you would like more information or an informal conversation about this post, please email alison@nofitstate.com

Recruitment Process

Key dates

Closing date for applications: 10am, Tuesday 17 June 2025

Interviews: Week commencing 23 June 2025

Indicative start date: Immediate/As soon as possible

To apply please fill in the application form, the equalities monitoring form and send these with a short letter explaining why you would like to join our team to:

jobs@nofitstate.org

Or post them to: Marketing and Communications Application
NoFit State Circus
Four Elms Road
Cardiff CF24 1LE