Job Description

Job Title: Marketing & Communications Officer

Salary: £29,328 on a PAYE basis

Working Hours: This is a full time position. Occasional evening or weekend work may be required.

Holiday: The post holder is entitled to 20 annual days holiday plus 8 days bank holidays

Contract: This is a one year contract with a view to extension, with an initial 6 month probation period.

Review: After 6 months the role will be reviewed

Location: Cardiff

About NoFit State

NoFit State is the UK's leading large-scale contemporary circus company, producing professional touring productions and a wide variety of community, training and education projects for people of all ages. Over the past ten years NoFit State's touring productions have visited 19 different countries, played to audiences of more than 1.6 million, been critically acclaimed and won numerous prestigious international awards.

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.

About you

You are a recent graduate or someone with equivalent relevant experience who is ambitious and sees the arts as an important part of your life. You are driven to ensure that as many people as possible have the opportunity to experience, to be inspired, and be challenged by the work of NoFit State.

NoFit State Community Circus: Registered Company Number | Rhif Cwmni 3180348 / Registered Charity Number | Rhif Elusennol 1102850
NoFit State Circus Trading: Registered Company Number | Rhif Cwmni 06072806

As company we set ourselves extremely demanding targets, which you will be essential to delivering. You will develop strategies across our expanding programme of work, providing essential support for all the marketing and communication needs of the company, deputising for the Marketing & Communications Manager when necessary. You will be keen to develop your skills and take on new challenges.

You will be an integral part of our team and deliver dynamic media campaigns that will drive engagement for our Big Top shows, community programme, festivals and projects.

Main Responsibilities

This role will be wide ranging, will be tailored to the chosen candidate's skill set and strengths, and will offer a strong grounding in all areas.

You will cover key areas including communications, audience development, website maintenance, development of systems and processes, relationship management and the use of data and research.

What You'll be Doing

- You will ensure our materials elevate our brand and are highly accessible
- You will create tailored written and visual communications that utilise your nuanced understanding of our different audience strands
- You will achieve a high level of engagement by tailoring creative content across multiple platforms
- You will develop and build the number of people engaging with our work, the diversity of our audiences, and the depth of engagement with our current audiences
- You will provide audience centred communications to support audience development
- You will ensure a smooth customer journey for all our audiences by developing consistent and appropriate materials and systems
- You will predict audience trends and shape the strategy of the communications planning by gathering and analysing appropriate data
- You will build essential relationships with freelancers and press
- Any other duties as may reasonably be required.

This is a guide to the nature of the work required of the Marketing and communications Officer. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.

Person Specification

You are able to work to tight deadlines and work well under pressure.

You are able to balance multiple demands and prioritise work.

You are outcome orientated rather than task focussed.

You are a problem solver who uses their initiative to meet challenges.

You have a keen eye for detail but can also see the bigger picture.

You have a strong visual eye and understanding of branding.

You have a flair for writing and are able to adjust your tone for different formats and audiences.

You have a passion for the performing arts and ideally have some knowledge of contemporary circus.

You are personable, and enjoy being part of a diverse and dynamic, close-knit team of people.

You enjoy listening to and understanding other peoples' motivation and what inspires them.

You have a positive attitude.

You are adaptable and eager to learn.

Essential skills, qualities and experience	**Desirable skills, qualities and experience**
A strong visual sense and ability to design and create in line with branding guidelines	Knowledge and use of the Adobe Creative Suite, in particular InDesign and Photoshop
Working knowledge and experience in Canva	Video editing ability, use of Premiere Pro or After Effects Photography or video skills a bonus Experience preparing documents for print
Strong written and spoken communication skills in English	Ability to speak and write Welsh fluently and confidently
Ability to write creative and compelling copy	A strong proof reader
Ability to adapt writing styles for different formats and audiences	

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Confident using computers and a range of digital software and social media	Database and/or CRM system experience; Spektrix or other Email software; DotDigital Use of Google Analytics and Meta Ads Confident using Apple computers
Knowledge and use of social media platforms; Instagram, Facebook, Twitter, TikTok etc	
An understanding of website maintenance.	Experience using Concrete 5, Wordpress, Drupal or another website CMS system Experience creating or editing websites and some knowledge of basic coding such as HTLM or CSS
Able to meet tight deadlines and work under pressure over several projects or strands of work simultaneously	Ability to prioritise work and recognise urgent and important tasks
Good listening and communication skills	Understand how to identify essential information and communicate effectively
Outcome orientated rather than task focussed	
High standards of numeracy and can construct and utilise spreadsheets	Ability to interpret data and use it to make informed decisions
Dedicated to ensuring the accessibility of marketing materials and communications	Have real world knowledge of creating accessible materials for print and/or digital

Position in the company

- The Marketing & Communications Officer role is line managed by the Marketing & Communications Manager
- You will work across all areas of the marketing and communications activity for the company
- You will work collaboratively with all members of the core team
- You will work with outside organisations and freelancers

Overview

This is a full-time role, based on 40 hours per week, following the successful completion of a six-month probation period. The post holder will be employed on a PAYE basis and based in the company's main Cardiff office, Four Elms.

We can offer a hybrid working pattern combining home working with office based periods of time to ensure a good work/life balance. Evening and weekend working may be required at times.

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

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Recruitment Process

Key dates

Closing date for applications:	12 midday, Monday 9 November 2026
Interviews:	Week commencing 16 November
Indicative start date:	As soon as possible

Accessibility is at the heart of our ethos and is reflected in our approach to recruitment. If you feel you have the ability do this role, but you don't tick every box on the person specification, or you believe you would need some additional training or support to fully succeed, we would still love to hear from you. We are committed to hiring the best person for the job based on ability and potential - and can offer professional development and support in this role.

People from global majority backgrounds and people under 30 are currently under-represented in our team so we particularly encourage applications from people in these groups.

Please let us know if you need us to make any adjustments during the application or recruitment process and we'll be happy to support you. Contact Lizzy Ferguson on lizzy@nofitstate.org.

How to apply

www.nofitstate.org/careers

Please complete the application form and equal opportunities monitoring form. You can also send us your CV, if you wish, though decisions will be based on the main application.

Please send applications to jobs@nofitstate.org

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

Applicants must be eligible to work in the UK.