

## **Job Description: Campaign Manager**

**Contract** Permanent, full-time

**Location:** National Youth Theatre's award-winning Creative Production House, 443-445 Holloway Road, London, N7 6LW

**Reports to:** Head of Communications and Digital

**Works closely with:** Communications team and agencies, Artistic Director and CEO, COO and Executive Director, Auditions & Courses, Development, Operations and Production teams, and external partners

**Salary:** £34,000–£38,000 depending on experience

**Working Hours:** 40 hours per-week

## **About National Youth Theatre**

National Youth Theatre empowers young people to tell stories and find their voices on leading stages, screens and behind the scenes. For 70 years we have equipped young people with toolkits to realise their creative potentials, from Helen Mirren and Daniel Craig to Regé-Jean Page, Ed Sheeran and Florence Pugh.

Partnering with Netflix, Sky, EON Productions, Microsoft and other leaders we pioneer an industry-oriented approach where young people learn from top professionals in front of live and online audiences, including our 10m online audience. We work nationally and inclusively with 15,000 young people annually aged 11-25, and up to 30 if disabled/neurodivergent, providing progression routes to careers across the creative industries.

Storytelling is good for you, and learning to tell your story and understand other people's stories builds empathy and confidence. NYT gives all young people skills, resilience and a community that sets them up to thrive whatever they go on to do.

NYT training is accessible, inclusive and relevant to all young people. We break down barriers to opportunity, engage diverse young people, build confidence and skills and create the next generation of award-winners and creative leaders.

[Meet our young people](#)

[Read about our culture](#)

## The Role

We are looking for an experienced and imaginative Campaign Manager to plan and deliver campaigns that raise NYT's profile, significantly expand our reach and drive engagement across our programmes.

Sitting within the Communications team, the role has responsibility for end-to-end campaign delivery across productions, auditions, courses and fundraising activity. You will lead on campaign thinking, while also being closely involved in day-to-day delivery.

This is a hands-on role for someone who enjoys shaping a clear narrative, working across channels and using insight and data to improve performance.

## What You'll Be Responsible For

### Campaign planning and delivery

- Devising and delivering dynamic integrated national communications campaigns in a fast-paced environment that speak to a range of audiences and hit ambitious growth targets
- Turning organisational priorities into clear, engaging campaign plans and messages, reacting to evolving media and online tools and trends
- Working closely with the Head of Communications and Digital and lead on specific campaigns to ensure NYT meets companywide income targets across auditions and courses programmes, merchandise and hires, productions and fundraising campaigns
- Managing multiple campaigns at once, delivering daily activity to meet expectations of young audiences in an attention economy
- Working dynamically to anticipate sales periods for upcoming events, react to underperforming sales and take advantage of wider cultural conversations
- Setting campaign objectives, measuring success against agreed targets and taking responsibility for ensuring strong attendance at events, courses and productions
- Delivering events and capitalising on NYT's year-round programme of activity to promote key campaign targets
- Negotiate best value for money and impact with advertisers, event organisers and other commercial partners

## **Audience growth and engagement**

- Growing live and digital audiences through targeted, insight-led activity
- Developing campaigns that speak clearly and authentically to young people, participants, supporters and partners
- Improving reach, engagement and conversion across NYT's website and digital platforms
- Increasing participation in NYT's auditions and courses programmes
- Playing a key role in NYT's activities to meet its ambition to connect with every school in the UK
- Identifying growth areas and devising and delivering campaigns to bring new and underrepresented audiences and participants into the NYT community

## **Content and channels**

- Creating in-house content for all NYT programmes and overseeing the creation of campaign content to bring NYT's activity to life for a digital generation across social media, email, web, print and video
- Working with colleagues and freelancers to commission and deliver creative assets that anticipate upcoming campaign needs and drive channel growth
- Maintaining a consistent tone of voice and clear brand storytelling across all campaign materials in line with the values of NYT
- Representing the diversity of Britain's youth and NYT's work and cohort
- Ensure best practice in inclusivity is met across all content and engagement

## **Partnerships and profile**

- Supporting the development of new and existing partnerships that help extend NYT's reach and impact
- Working with cultural, education, media and corporate partners on joint activity, maximising the benefit to NYT's impact and demonstrating ambition that matches the young people we serve
- Contributing to press and PR work by providing strong campaign narratives and materials that tell NYT's story to wide audiences and build its brand
- Build relationships with high profile alumni, young influencers and other key stakeholders that can help NYT reach audiences and hit ambitious engagement targets

## **Insight and reporting**

- Using analytics and audience insight to assess performance and improve future campaigns, ensuring best use of communications spend and capacity
- Sharing learning and outcomes with colleagues across the organisation

- Contributing to wider communications and audience development planning, including in fundraising applications and reporting

### **General Responsibilities**

- Advocate for participants and the transformative potential of youth theatre for those who envision a creative future in theatre and for those who don't
- Directly support the efficient management and profile of NYT and its inclusive culture
- Attend all high-profile NYT events possible, including press nights, fundraising events, rehearsals, course sharings, staff meetings and AGMs
- Manage multiple income and expenditure budgets effectively
- Ensure high standards of evaluation, impact assessment and stakeholder reporting
- Represent NYT effectively and authentically to funders, partners and stakeholders at all levels
- Support the achievement of business plan objectives and earned income generation targets across the breadth of NYT activity
- Support the development of new areas of activity for NYT from early concept stages to public launch

### **Training**

The Campaign Manager will participate in CPD and peer review opportunities offered by NYT, alongside mandatory training in safeguarding, equality, inclusion and intersectionality. They will also undertake Disability Awareness and Inclusive Practice training and other professional development relevant to the safe and effective delivery of this role within NYT's culture and values.

### **Volunteering**

NYT offers all permanent staff four voluntary days per year (additional to Annual Leave) to support engagement with equity, equality, inclusion and diversity practice as volunteers within other organisations or charities.

### **DBS**

Employment with the National Youth Theatre is contingent upon receipt of a valid Enhanced DBS Certificate, which NYT can facilitate. Staff Support All NYT staff have access to a confidential staff support and counselling service

**national<sup>®</sup>  
youth  
theatre**

## Person Specification

### Essential

- At least five years' professional experience in arts marketing, communications or a related field
- A strong track record of delivering campaigns that reach and engage large audiences, exceeding targets and delivering demonstrable growth
- Experience using digital channels to drive sales, audience growth and brand leadership
- Excellent and persuasive writing skills, with the ability to adapt tone and messaging for different audiences and platforms, prioritising key information
- A skilful digital operator with the ability to produce stand-out professional content for social media, email marketing and websites, optimizing content and following evolving best practice
- Confidence working across teams and with external partners to maximise impact and reach new audiences
- Strong organisational skills and the ability to manage competing priorities

### Desirable

- Experience working in a charity, cultural or publicly funded arts organisation
- Experience developing and managing partnerships
- Familiarity with CRM systems, audience segmentation and data-led marketing
- An interest in youth arts, access and inclusion

## Equality, Diversity and Safeguarding

National Youth Theatre is an equal opportunities and Disability Confident employer. We actively encourage applications from people who are underrepresented in the arts workforce. In line with our Safeguarding Policy, appointments may be subject to a satisfactory DBS check, which NYT can arrange.

## Why Apply Now

Join National Youth Theatre as it celebrates 70 years of storytelling with events at leading venues around the UK, high-profile partnerships with world-leading entertainment brands, and the opportunity to work with our illustrious alumni.

Join a mission-led charity at a crucial time for young people and work end-to-end on a diverse-range of campaigns with leading alumni talent, industry partners and a new generation of stand-out creatives. [Find out more about our 70th anniversary.](#)