

# MORTAL FOOLS

A colour image of 11 members of Mortal Fools' Youth Theatre on stage during a *Flux* performance.

# MARKETING ASSISTANT

CANDIDATE PACK





# MORTAL FOOLS' VALUES

## CONTRIBUTING

Everyone Matters

## GROWING

Becoming More

## WITH OTHERS

Better Together

## AS OURSELVES

Always Authentic

# A MESSAGE FROM OUR ARTISTIC DIRECTOR

A black & white image of Mortal Fools' Artistic Director Kiz Crosbie, smiling.



## An Introduction to Mortal Fools

Thank you for your interest in joining our organisation. There's no doubt that the last 2.5 years have been challenging for everyone in the cultural sector but for Mortal Fools, and many organisations like us, it's also been a highly productive and rewarding time.

2022 has been a year of growth, creative experiments aplenty, coming together, engaging, enabling and empowering young people at a critical time and a new chapter for Mortal Fools.

The team here are amazing – dedicated, innovative, courageous, hard-working and committed to positively changing lives through the work we do. In the last 2.5 years, they have worked in new ways, engaged new participants and more diverse audiences, cultivated new partnerships and even won awards for their efforts.

Our staff team is made up of those people whose main focus is to keep the organisation functioning well and those working directly with beneficiaries to create brilliant things. For this to work well, cultivating a culture of belonging, support and shared goals for everyone is essential. We want everyone who works here to want to come to work every day and leave feeling satisfied that their efforts and their contribution matters.

We want to work with people who want to play their part in improving lives through the co-creation of high-quality, socially-engaged and

innovative theatre-based artworks with children, young people and communities.

2022 brings us to the 10th birthday of the organisation and while we have certainly grown considerably in size, scope and reach since our inception, there are many of our original values which remain in our DNA. We remain committed to working with young people as artists, prioritising those in under-served locations and circumstances and providing opportunities to collaborate with professional artists to make theatre which is relevant to their lives and of such quality that it delights, entertains, and challenges audiences.

Establishing a new second base with YMCA in Ashington late last year marked the start of the next exciting and ambitious 10 years for us. It promises to be one of new partnerships, new innovations and possibilities, new scope and reach and a new community to meaningfully connect with and enable.

It's a great time to join us.

**We look forward to receiving your application – Kiz**

“Without Mortal Fools, the young people of Northumberland they co-create their productions with would not be the confident and inspiring people they are. Mortal Fools are a vital arts organisation that have understood what young people need to thrive. Their impact is enormous.”

**Wendy Scott**  
Cultural Development Manager  
at Northumberland County Council



A colour image of two Mortal Fools' practitioners during a tech run through in a theatre space with 11 members of Mortal Fools' Youth Theatre ahead of a performance of *When This is Over*.



# Mortal Fools is a multi-award-winning theatre, drama and creative learning charity, based in Northumberland.

A colour image of four Mortal Fools' Youth Theatre members reacting during a performance of *Say It Play It*.

**Our purpose is to support people to have better quality inter-personal relationships with one another and to use theatre and drama-based activities as the methodology to achieve this – helping people connect, have fun, learn and grow together.**

We are a company of participatory artists, practitioners and support staff who are committed to co-creating compelling, dynamic, socially-relevant and high-quality theatre-based work with children, young people and communities. We prioritise working with children and young people who need our work the most. This might be because they:

- Are socially-isolated and need places to connect with others and make friends
- Are geographically-isolated and don't have ready access to other high quality drama and theatre provision
- Have specific social or emotional needs which can be addressed with a creative intervention
- Are excluded from other provision because of barriers like cost or accessibility

We work with 1,000s of children and young people every year, mostly in the North East of England. We advocate for theatre and film created for and by young people to be recognised and supported as an important art form in our sector. We do this through our youth theatre and young leaders groups, working in schools and community settings, and by touring our work nationally. Alongside quality artistic outputs, we pursue positive wellbeing outcomes across all our work.

**We are a sector leader in the North-East in supporting professional theatre artists to develop their co-creation practice with, by and for children and young people.**

As well as artist development, we also deliver training workshops for adults, with a range of multi-sector organisations through our CONNECT programme. The income from this work subsidises core costs and our young people's programmes.

Our work is supported by the likes of Arts Council England, Northumberland County Council, Paul Hamlyn, Garfield Weston, Kavli Trust, and more – including a range of Trusts, Foundations, and supporters.

## ABOUT US

### OUR PURPOSE

# ABOUT US OUR WORK

Mortal Fools Candidate Pack

## With Young People

**We specialise in co-creation with children and young people aged 7-25, delivering a variety of activities and projects throughout the year.**

Our sessions take place in various settings, including school and educational settings, out-of-school groups and youth work settings, and community events like Northumberland Pride. Through these sessions, young people connect with our work in a range of different ways:

- Light engagements – like watching a show or coming to a few workshops
- Moderate engagements – like taking part in a series of workshops and co-creating work over a fixed-term time period
- Deep engagements – like working on multiple projects with us over a long period of time.

We share the work we make through digital platforms and live performances, both locally and nationally through touring and sharing events.

We advocate for theatre made with young people to be recognised as **professional theatre**. It is important to us that our staff team values and promotes the work we create with young people, and that our practitioners view it as a prolific part of their own artistic portfolio.

**You can experience and get to know our work via:**

Download our impact report to see what we got up to across 2021/22.

Find out more about our most recent projects on their project website pages – [Flux](#), [When This Is Over](#), [Sparked](#) and [Let Us Tell You](#).

Visit our [Melva website](#) website to find out about this award-winning digital programme, which supports children aged 7-11 and the adults in their lives to talk openly about – and better understand – their mental health, emotions and wellbeing.

**Experience our work online:**

Watch our short film series [My People](#)

Listen to [When The World Is Loud](#)

Browse our [YouTube Channel](#) – it's a feast of digital content, co-created by children, young people and professional artists.

## With individuals, businesses and organisations: CONNECT

**CONNECT is our training and professional development programme for organisations, teams, and individuals.**

It is delivered by experienced facilitators, directors and creative practitioners in environments which are genuinely supportive and accessible – both online and in-person.

Our participants range from large corporate companies and public bodies to SMEs and sole traders.

Current clients include: *National Trust, Newcastle University, Muckle LLP, Ryder Architecture, South Tyneside Council, Sunderland Culture* and many more.

The fundamental principles of the CONNECT content forms a huge part of how we work together as a staff team, and our approach to professional development with all our staff.



A colour image of seven Mortal Fools' Youth Theatre members playing a drama game outdoors during our young people's mental health intervention weekend.

# THE ROLE

This is a new role, introduced to support the continued growth and development of Mortal Fools. We are excited to appoint a staff member who can bring their passion for people and marketing skills to the team – supporting us to grow our programmes, audiences, and income generating potential.

**The Marketing Assistant** will support our Communications and Audience Development Manager in their work. The role will include a mix of content creation, social media management, blog writing, completing research tasks, following up sales leads, proof reading and supporting the development and implementation of project-based marketing campaigns.

A core focus of this position is to support the marketing and sales of our Melva programme. You can find out more about Melva by visiting the [Melva website](#).

Another strand of this work is to support the work of one of Mortal Fools' partners – YMCA Northumberland. This will equate to half a day a week and will likely include content creation, social media management and supporting events and activities in a marketing capacity.

This role is a great part-time opportunity for an aspiring marketer and content creator. If you are passionate about the type of work Mortal Fools do and want to use your skills to help us reach more young people and have a greater impact on their lives, **then we want to hear from you.**

**Reporting to:**

Communications and Audience Development Manager

**Contract:**

Employed, 12 month fixed term (potential to extend)

3 days per week (24 hours) worked flexibly, with potential to increase to full time in the future.

**Salary:**

£20,592 – £22,000 pro rata, depending on experience

**Location:**

The role is expected to be based in our Ashington office – at YMCA Northumberland, but work can be split between there and home working – flexible working to be agreed with line manager.

**Note:** Where our work happens elsewhere (e.g. a partner venue or event) we do our best to offer car sharing opportunities or cover travel expenses when appropriate – but a willingness to travel to other locations every so often is expected.

**Hours of Work:**

The role will mostly likely fall into a regular work pattern to be agreed with line manager – but due to the nature of our work, you may be required (with plenty of notice) to work evenings and weekends every so often.

**To Apply:**

Send the following documents to [admin@mortalfools.org.uk](mailto:admin@mortalfools.org.uk) with the subject:

**Application: Marketing Assistant**

\* Please ensure they are sent as separate attachments

- Application Form Part 1
- Application Form Part 2
- Equality and Diversity Monitoring Form

**Application Deadline:**

**8th August, 10am**

Successful candidates will be invited to interview week beginning 24th August, with a projected start date of week beginning 19th September/26th September (depending on your notice period).

**Application:**

Application Form (if you prefer, you can complete **Part 2** of your application form via video submission instead).

**Note:** These appointments will be made on merit, but we believe that diversity strengthens and enriches us, and that it is the responsibility of all arts organisations to make the arts and cultural sector a more diverse and equal place. Black, South Asian, South-East Asian, and East Asian people, people from or connected to ethnically diverse communities, are currently under-represented at Mortal Fools, so we particularly encourage and welcome applications from these people.

# THE MARKETING ASSISTANT ROLE

Mortal Fools Candidate Pack

**We believe that when it comes to job roles, it's not helpful to try fit people into boxes.**

**We want all our staff members to feel that their individual needs, interests and development goals are being met, whilst also ensuring the purpose of their role benefits the company and its growth.**

Whilst we have outlined the role of the Marketing Assistant, as it is a brand-new role, we expect it to vary and evolve based on:

- Existing skills and experience of successfully appointed candidate
- Demands and the needs of the business
- The workload from the projects
- Confidence and capability in areas of work as employment progresses

This job will inevitably adapt and develop over time, as we get to know our successful candidate better and their learning journey, shaping the role so they can step into their full personal potential.



**A colour image of a Mortal Fools' staff member engaged in conversation with two other people at an advocacy event championing our work.**

# THE KEY RESPONSIBILITIES & ACTIVITIES OF THE MARKETING ASSISTANT

**This role will help people understand who Mortal Fools is, what we do, about our projects, how they can get involved and how they can support us.**

We work with and are connected to young people, professional artists, communities, venues, businesses, audiences, project participants, funders and Mortal Fools' supporters; this role will help us continue to communicate with those people in effective, interesting ways that respond to their needs and interests.

This role is an exciting opportunity for someone interested in a career in and/or gaining experience of marketing, communications, social media management and content creation.

We've got lots of exciting projects in store and big bold ambitions, we'd love the right candidate to come on that adventure with us.

## Activities and responsibilities:

- One of the core priorities of this role will be supporting the marketing of Melva – contributing to Melva specific campaigns, awareness raising, building relationships with prospect schools and relationship management of current Melva schools.
- To schedule, contribute creatively and produce content for social media (Facebook, Instagram, LinkedIn, YouTube and Twitter) – content may include visual graphics, short and long form copy writing, video, reels etc).
- To take a lead on launching Mortal Fools Tik Tok account and content creation.
- To lead on the planning, scheduling and creation of blogs and vlogs.
- To support the creation of marketing and advocacy assets – e.g. annual report or basic flyer.
- To support the production of newsletters and solus email campaigns.
- To lead on a developing a campaign to build mailing list subscribers.
- To conduct fact finding research connected to new marketing activities, prospect audiences or channels as and when required.
- To contribute to social media/website/ content audits, accessibility reviews and provide digital audience data for evaluation.
- To capture content at Youth Theatre sessions, events, performances and projects for social media when requested.
- To support booking marketing campaign materials and submitting listings to publications.
- To represent Mortal Fools' effectively and authentically to external organisations, partners, venues and stakeholders by networking / attending in person and digital events and meetings.
- To contribute creatively to our marketing and communications strategy for 2022/23 and 2023/24.
- To contribute to our wider branding development, CRM implementation and website refresh.
- To support the running of advocacy events.
- To work as an effective member of the team, contributing to aspects of audience development and brand awareness raising.

*Note: The activities and responsibilities in this job description are not exhaustive and are subject to change in accordance with the needs of the company.*

# PERSON SPECIFICATION

**Knowledge, Skills and Experience. You will be scored in your application based on how strongly you demonstrate these requirements in your application.**

## ESSENTIAL REQUIREMENTS:

- Interest in marketing, communications, social media and content creation
- Experience in a role that involves communicating with other digitally and in person and building meaningful relationships
- Experience in a marketing and/or sales OR transferrable skills from another role in this area
- Basic understanding of marketing and communication principles alongside basic understanding of the tools and approaches available
- Interested in the creative industries and/or being active in local communities and/or social action
- Ability and willingness to learn new skills and try new things
- Good written and verbal communication skills in English
- A thoughtful and proactive attitude to work
- Understands the importance of attention to detail and accuracy

- Able to collate audience data, feedback and social media insights
- Good interpersonal skills and working with other people as part of a team
- Good time-management
- Good organisational skills including ability to prioritise tasks, work autonomously and work across a multi-project portfolio
- Finds enjoyment in writing and being visually creative
- Knowledge and capability using various social media platforms including experience of managing and creating content for an organisation's social media accounts
- Working knowledge of why and how businesses/organisations use social media
- Knowledge and capability using Microsoft platforms and strong digital literacy
- Knowledge of design software like CANVA
- Knowledge and capability with video editing and digital content creation

## DESIRABLE REQUIREMENTS:

- Experience of working in arts and culture
- Experience of working in or working with primary schools / knowledge of primary education
- Experience running blog, vlog, Tik Tok account or YouTube channel
- Interest in working with and championing young people's voices
- Interest in performance / drama / theatre / film
- Ability to talk confidently to others and in front of others and network
- Knowledge of design software like Adobe Photoshop / Adobe InDesign



## Mortal Fools Candidate Pack

“Mortal Fools Youth Theatre has become such an important part of my daughter’s life. She has been struggling for a while with anxiety and feeling like she didn’t fit in; at youth theatre, the support she has received, the freedom to express herself and use her creative side has helped to overcome a number of life challenges and feel safe to be whoever she wants to be. The opportunities Mortal Fools enable children to experience is fantastic and has opened her up to a new world of possibility.”

## Youth Theatre Parent

A colour image of five Mortal Fools’ Youth Theatre members, three standing and two kneeling, engaging in a drama game in YMCA Northumberland’s Hall.

# OUR RECRUITMENT PROMISES

**Recruitment is often a person's first contact with our organisation and we want to make that as positive an experience as possible, even for those people who don't go on to get a job with us.**

**For that reason, we have a series of recruitment promises...**

## **We issue recruitment information in a range of formats**

Our organisation is richer if it includes people with a range of lived experiences. No-one should miss out on a job because the information provided didn't meet their needs. We recognise we still have things to learn in this area and are committed to continuing to get better at this.

We support the positive recruitment action in the Equality Act by offering all disabled candidates who score at least 2 on all person specifications an interview.

## **We accept written and video application formats**

Sometimes written applications are not the most suitable way for a person to effectively apply for a job. If that's you, this alternative means you're not excluded.

## **We clearly explain what we expect to see demonstrated and evidenced in an application**

There's too much of "It's not what you know, it's who you know" that dictates success in the world, so all our applicants are assessed against the same criteria and without bias or favouritism. We provide a detailed recruitment pack and application form and explain specifically what we need you to reference and demonstrate in your application e.g. with reference to the job description and person specification.



**A colour image of three Mortal Fools' Youth Theatre members, dancing during a performance of *When This Is Over*.**



A colour image of three young people performing, one dressed as a dog, during a school's performance of *Hugging Dogs*.

### **We assess all applications anonymously against the same criteria**

We want to have as equitable a recruitment process as possible. Your application is anonymised when it arrives, by someone not involved in shortlisting (including removing the names of any educational establishments attended). The applications are assessed using a numeric scoring system, based on how well you have demonstrated the qualities listed in the person specification.

The scoring system is:

- 0 = no evidence
- 1 = little evidence
- 2 = some evidence
- 3 = strong evidence

### **We reply to everyone who applies, providing all applicants with concise, personalised feedback**

We respect that it's taken you time and effort to submit a job application. In recognition of the time spent applying to us, we make sure to give our time in return by giving you a personalised response.

### **We provide interview questions in advance to support preparation**

For those jobs where having the ability to think on the spot is a requirement, we'll ask some direct questions in our interviews. For all other situations, we want you to be enabled to give responses that are considered and that present what you want to say in a way that you're happy with. Knowing what you're going to be asked is even more important for supporting neurodivergent people appropriately.

### **We provide expenses to attend interviews**

We can't pay everyone for the time they've taken applying to us, but we can recognise that it does take time with this small recompense.

### **We provide detailed feedback to all interviewed unsuccessful candidates**

You've put in all that time and effort to applying to work with us. There's likely been some stress and some disappointment. Even though you weren't offered a job, we want to support your learning and development and be transparent about why you weren't the fit for the role we were looking for.

# WHY WORK AT MORTAL FOOLS

A colour image of one young person, wearing a head band and shouting in character, during filming for *Let Us Tell You*.



## Professional Development:

We want everyone who works with us to feel that they belong at Mortal Fools and that their efforts and skills are appreciated. Staff members are supported in their development through:

- One-to-one feedback and mentoring
- Peer-to-peer support
- An environment where they are able to bring ideas, enthusiasm and talents to fruition
- The chance to work with a cross-sector network of national partners, expanding their professional networks and experience
- Training by external providers to meet their personal development goals relevant to this post
- A safe, supportive, inclusive, and fun company culture
- Opportunities to help shape the growth and development plans of the wider company

## Staff Benefits:

- Above statutory holiday allowance: 33 days per annum, including bank and public holidays
- Above statutory employer pension contribution of 4%, with employee contribution of 4%
- Office equipment allowance
- Wellbeing support
- Flexi-time system for working hours

“Working for Mortal Fools is an exhilarating learning process. They never stop and get comfortable. They support their team to grow and develop, with them, with every project. They are always looking for ways to progress, to move forward and actively respond to what’s happening around them.”

“Of all the projects and organisations I have been associated with during this crisis [Covid-19 pandemic], Mortal Fools has been one of the most supportive and accessible. Kiz and her core team have been tenacious and thoughtful in their restructuring and communications – keeping the wellbeing and creative opportunities for their participants and associate practitioners at the forefront of their mission, even in the most challenging of circumstances.”

“I feel uplifted and passionate every time I come to work with Mortal Fools. Everyone is respected and held in such high regard with one another. There is a sense that we are all on the forefront of a new dawn of company management – where each and every member of the company is an essential part of the Mortal Fools jigsaw.”



A colour image two Mortal Fools Practitioners sat on the floor and four Mortal Fools Youth Theatre members sat on seat laughing facing the camera, during our *IWeigh* tour.

## Please make sure you read this pack carefully, before completing your application.

If you're able to, check out our website [www.mortalfools.org.uk](http://www.mortalfools.org.uk) or visit our social media channels (all [@mortalfoolsuk](https://twitter.com/mortalfoolsuk)). This will give you a sense of the sort of work we do and type of company we are.

If you have any questions, please check the FAQs listed on our Work With Us page before getting in touch directly.

On **Wednesday 20th July**, you can book a 30 minute phone call or Zoom slot with a member of the Mortal Fools team. This will not impact your application, but it will give you an opportunity to ask any questions you might have and meet some of the team.

If you have any questions about the role, your application or this recruitment pack, feel free to drop [admin@mortalfools.org.uk](mailto:admin@mortalfools.org.uk) an email or give us a call 0191 580 1250