

Date JULY 2021

<b>JOB TITLE</b>	Marketing Assistant
<b>CONTRACT STATUS</b>	Permanent, full-time
<b>SALARY</b>	£18,000
<b>HOURS</b>	37 hrs per week. 25 days annual leave per year
<b>RESPONSIBLE TO</b>	Marketing Manager
<b>OTHER KEY WORKING RELATIONSHIPS</b>	<p><b>Internal:</b>            Director of Marketing &amp; Customer Experience            Marketing Officer            Venue Director &amp; Chief Executive            Head of Creative Learning            Box Office and Reception Manager            Box Office Team            Front of House team</p> <p><b>External:</b>            Journalists, reviewers, local media and influencers            Suppliers            Guildford Borough Council            Publicity partners            Contractors</p>

The Yvonne Arnaud Theatre is undergoing an exciting period of renewal and growth. We are now seeking a motivated and enthusiastic Marketing Assistant to join our Marketing team as we work towards building our audiences and establishing the theatre as an important presence in the arts locally, regionally and nationally.

#### **JOB PURPOSE**

As part of the Marketing team you will promote the theatre and associated activities using print, social media and digital platforms. You will have an aptitude for design, be able to organise diverse events and work well to deadlines.

The Marketing Assistant is responsible for administering our media communications, liaising with reviewers and representing the theatre on press nights.

You will contribute, as required by the Marketing Manager, to the achievement of the Yvonne Arnaud Theatre's marketing targets and objectives, with particular reference to the achievement of targets for sales via marketing campaigns.

#### **THE PERSON**

You will, ideally, have previous experience of working in a theatre or venue; great attention to detail, an interest in people and a passion for the arts. Media relations experience would be a great bonus, but it is vital that you can write engaging copy.

### **DUTIES & RESPONSIBILITIES**

- To plan and manage the venue's press and media relations activities, as advised by the Marketing Manager, including, but not limited to interviews, photo calls and personal appearances. This includes building relationships with key journalists, liaising with agents and artists, writing press releases, and representing the theatre at press events.
- To take responsibility, with the Marketing Officer, to plan and create engaging, topical social media content, relating to shows, the venue or other local or industry events.
- To attend community events; creating and organising the venue presence, stand content and promotional activity.
- To represent the venue externally with influencers and influential groups.
- To create marketing materials, including video, audio and graphic design.
- To contribute creatively to production specific marketing campaigns, and work with the team to ensure campaign success.
- Develop marketing materials for Creative Learning and Catering marketing campaigns, such as show programmes or menus.
- To manage Front of House displays, both print and digital, creating attractive and informative displays and keeping print current.
- To develop local networks to ensure that venue print is distributed widely and comprehensively throughout the theatre's catchment area, including weekly GBC outdoor poster sites.
- To design the venue's large, external billboard poster; organise the printing and display on a weekly basis.
- Attend meetings as required.
- Undertake other related marketing department duties and responsibilities as required.
- Deputise for the Marketing Manager or Officer as required.

### **Other**

- Demonstrate an understanding of the theatre's values, ethos and mission and to promote these through everyday practice in the role.
- Comply with all legislative, regulatory and policy requirements as appropriate
- Comply with the theatre's Financial Regulations and financial management procedures
- Observe the policies, procedures and practices of Health & Safety in all aspects of the role
- Demonstrate the value and importance of equality and diversity in every aspect of the theatre's work, and show commitment through everyday practice in the role

- Work in accordance with, and promote the theatre’s environmental sustainability policy and practices
- Work continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, undertaking training as required, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate
- Participate in theatre events including when these are held in the evenings, at weekends or otherwise outside of normal working hours. Have the ability and willingness to work not only during the weekday daytimes, but also, as required, at weekends and on Bank Holidays.

**PERSON SPECIFICATION**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>SKILLS / ABILITIES</b>	<ul style="list-style-type: none"> <li>• High level communication skills and an excellent manner when dealing with the public, stakeholders and industry colleagues</li> <li>• Excellent creative writing and proof reading skills</li> <li>• Experience of building relationships with influencers, groups and networks.</li> <li>• Social media (Facebook, Twitter, Instagram) skills, including use of analytics.</li> <li>• Excellent attention to detail.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of marketing in a live entertainment environment.</li> <li>• Demonstrable organisational and multitasking ability.</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• High level of literacy, computer literacy and numeracy appropriate to the requirements of the Post</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of print production process</li> </ul>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• English and maths to GCSE</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Demonstrable experience in a customer-facing role</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in Design and Adobe Photoshop</li> <li>• Experience of working with Web content management systems</li> <li>• Experience of working with a Box Office ticketing system</li> </ul>
<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>• The drive to exceed targets and work to deadlines</li> <li>• Commitment to delivering excellent customer service.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ability to perform well as part of a team and take on a lead role in projects as required.</li> <li>• Ability to be flexible to business needs and work calmly and effectively under pressure.</li> <li>• Have a pro-active and positive approach to solving problems in a prompt and independent manner</li> <li>• Good sense of humour.</li> <li>• A passion for live theatre and entertainment</li> <li>• Ambition and drive with the ability to learn quickly</li> <li>• Flexible attitude and willing to work to meet programming requirements, including evenings, weekends and Bank Holidays as required.</li> <li>• Willingness to undertake developmental opportunities.</li> </ul>	
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**HOW TO APPLY**

Application is by completing the Job Application Form and optional CV and covering letter.

Please email your application to: [salowe@yvonne-arnaud.co.uk](mailto:salowe@yvonne-arnaud.co.uk)

**Deadline Friday 30 July 2021**

The Yvonne Arnaud Theatre encourages people from any background to apply for any of its vacancies.

We are committed to creating a team which is representative of our society and to bringing together those with a variety of skills and experiences, to help shape what we do and how we work.

We are particularly keen to hear from black, Asian and minority ethnic and disabled candidates. All disabled candidates who demonstrate that they meet the essential criteria for any of our positions will be invited for an interview.

If you require an application pack in an **alternative format** or require any further information about any post advertised here, please contact [eswayne@yvonne-arnaud.co.uk](mailto:eswayne@yvonne-arnaud.co.uk)

**Data Protection** – If you apply for a job or work experience at the Yvonne Arnaud Theatre, we will need to collect certain personal data and special category data as part of your application. By providing information within your CV and covering letter, you are consenting to its use for the purpose of processing your application and assessing your suitability to the position applied for. If your application is unsuccessful, our policy is to delete/destroy the application six months after the closing date. If we feel that your details would be useful to keep for a longer period, should an appropriate position arise in the future, we will seek your permission to maintain these records for longer than six months.

**Notification** – Whilst it is normally our policy to notify applicants as to the outcome of their application as soon as possible after the closing date, it is not always possible to do so. If you have not heard from us within four weeks of the closing date, please assume that your application has not been successful.