

JOB DESCRIPTION

Title: Marketing Assistant

Responsible to: Marketing Manager

Working Hours: 45 hours per week
Some weekend and evening work will be necessary.

PRIMARY PURPOSE:

To work closely with the Marketing Manager to generate promotional materials and coordinate marketing campaigns for the Theatre's upcoming productions and other areas of activity.

The Marketing Assistant will have strong customer and business relationship skills and be highly organised.

SPECIFIC RESPONSIBILITIES

1. To develop, in collaboration with other Marketing staff, the company's marketing strategies to maximise the promotion of WP's performances and non-performance related activity.
2. To assist in implementing the above campaigns and monitoring/reporting on campaign effectiveness
3. To generate printed/digital marketing materials for productions and events in liaison with Visiting Productions, Producers, and Press, including e-shots, press adverts, copy and image generation, and other digital marketing activity.
4. To communicate regularly with the Marketing Manager regarding productions social media planning and posting, e-marketing activity and any other digital activity.
5. To assist with development of third party promotional partnerships and strategic alliances.
6. To liaise with Visiting Productions and appointed advertising agencies on fulfilment and delivery of marketing materials.
7. To issue press releases, competitions and other marketing materials to the media
8. To assist in running WP's various social media pages/accounts, including audience engagement and paid promotions
9. To maintain effective and regular contact with visiting production and the media on behalf of theatre in order to maximise audience capacity and achieve marketing objectives
10. To utilise WP's Box Office system to monitor effective campaigns based on intelligent use of customer data and insight
11. To generate mailing lists from customer data for specific marketing campaigns
12. To liaise with the Marketing Manager and Visiting Productions to generate digital content for productions and ensure web site remains current.
13. To organise and provide Visiting Productions with regular sales reports
14. To assist with Box Office administration tasks as directed by the Marketing Manager including organisation of customer data, managing group bookings and liaising with Ticket Agents.
15. To work within the Box Office team in handling ticket sales and enquires, providing a friendly, welcoming, professional, efficient and accessible service to all visitors, including those with disabilities.

16. To cover front of house duties as requested to include but not limited to; cash open, preparing the building for start of business and dealing with customer enquiries.
17. To undertake training and development as appropriate and keep abreast of developments in the marketing field
18. Adhere to the Theatre's Health and Safety policy
19. Undertake all other reasonable duties as required by the Marketing/Box Office Manager.

PERSON SPECIFICATION

Essential

- Excellent written/oral communication skills
- Experience in the marketing sector
- Strong knowledge of social media communication platforms
- Strong ICT skills including Microsoft Office
- Able to plan and manage own work load
- Flexible and adaptable approach

Desirable

- Experience/interest in the Theatre/Arts
- Sales/customer facing experience
- Knowledge and experience in using design/photo manipulation programmes such as Adobe Photoshop and InDesign