

## JOB DESCRIPTION

<b>Job Title:</b>	Marketing & Promotions Assistant
<b>Responsible to:</b>	Marketing Manager
<b>Salary:</b>	£17,076.80 per annum
<b>Hours of work:</b>	40 hours per week, to include weekends as necessary
<b>Additional Hours:</b>	To be agreed in advance including attending meetings, performances and other activities out of office hours.
<b>Job Objective:</b>	To promote the Wyvern Theatre and Arts Centre, its activities and performances to external audiences; supporting the marketing and sales functions; and supporting the Marketing Manager in ensuring audience targets are met through robust and creative strategies.

## Main Duties and Responsibilities

*The following will be carried out under the supervision and guidance of the Marketing Manager:*

### MARKETING

- To assist the Marketing Manager in the implementation of the marketing campaigns for all Wyvern Theatre and Arts Centre productions;
- To support the Marketing Manager through general administrative tasks including print stock monitoring, sales information, updating and overseeing the various internal marketing schedules, photocopying and word processing of reports, etc.;
- To ensure stocks of show print and materials are received and maintained as required;
- To liaise with promoters on the production of accurate print material and deliveries;
- To organise overprinting of leaflets and posters;
- To manage the display of in-house publicity material, such as posters and leaflets, at both Wyvern Theatre and Swindon Arts Centre;
- Manage outgoing mail, including fulfilling in-house mailings.

### PROMOTIONS

- To pursue and organise promotion opportunities at external events;
- To distribute print, with the support of a promotions team, at external events and sell tickets to forthcoming productions at Wyvern Theatre and Arts Centre;
- To adhere to health and safety procedures at external events and ensure risk assessments are completed and filed prior to attendance;
- To create, maintain and to update a database of external events, which enable access to audiences within a forty-five minute drive time of Swindon;
- To oversee the casual Events Team members and organise their attendance at external events.

## ONLINE AND SOCIAL MEDIA

- To identify new projects to develop the website through creative production of new content and feedback ideas and suggestions to the Marketing Manager;
- To analyse and report on Swindon Theatres' online profile with the support of HQ Theatres & Hospitality's Ticketing and E-Marketing Manager and Google Analytics;
- To support the Marketing Manager with the Wyvern Theatre and Arts Centre's social media platforms and ensure their relevance to target audiences;
- To maintain a social media schedule for all our platforms so that all shows and events get fair coverage.

## DEPARTMENT AND ORGANISATION

- To assist the Marketing Manager with the implementation of the Venue Business Plan;
- To assist with detailed proofing of the seasonal brochure;
- To adhere to all company policies;
- Contribute to the aims of increasing & developing audiences;
- Increase level of knowledge of Audience View through training and practice;
- Represent the marketing department as required at meetings and promotions
- To work flexibly with colleagues fulfilling any other duties relating to the marketing for Wyvern Theatre;
- To fulfil other duties that may be allocated by the Marketing Manager.

## Personal Specification

### Essential Requirements

1. Proven interest in theatre and the arts
2. Excellent communication skills
3. Ability to understand and use social media in a business environment
4. Computer literacy to high standard on Word/Excel/Outlook
5. Ability to cope under pressure and multi-task within a team
6. Acute attention to detail and enthusiasm for data analysis

### Desirable Requirements

1. Experience of working in the Arts
2. Knowledge of basic health and safety requirements
3. Educated to degree level
4. Full and clean driving license and access to a car