

# chichester festival theatre

## Marketing and Press Assistant

Responsible to: **Head of Audiences**

Contract: **Full time, permanent**

Salary: **£22,223 pa**

### Job Purpose

The Marketing, Communication and Sales Department plays an essential role in developing relationships with audiences, participants, the industry and our community. It is a fast-paced and creative environment with colleagues who are passionate about providing a high standard of innovative work. The Marketing, Communications and Sales team work collaboratively with all other departments, as well as community and advertising partners, digital and design agencies, producers and creative teams.

As the Marketing and Press Assistant you will help shape, implement and develop sales, marketing and audience insights and campaigns for CFT, placing audiences at the heart of everything we do, generating innovative and creative ideas. The post-holder will receive training opportunities to develop skill sets that will support a career in marketing and communications in theatre or the arts. This is an excellent opportunity to gain first-rate experience in a world-class theatre.

### Key Responsibilities

#### Daily

- Digitally scan, file and circulate press cuttings
- Monitor our hello@ and marketing@ inboxes and respond/forward messages as appropriate
- Keep FOH print racks tidy and fully stocked

#### Weekly

- Attend, contribute to and take minutes for the weekly marketing meetings
- Coordinate print deliveries and manage print store
- Keep distribution lists updated on Spektrix, our ticketing and CRM system
- Use Spektrix and Dotmailer to create and manage new Prologue member email campaigns
- Add events to listings websites

#### Ongoing

- Upload web content and updates as requested
- Assist the Head of Press and undertake publicity campaigns as required
- Assist on show marketing campaigns as required
- Attend Festival productions, Press Nights, Meet and Greet and other events for the Theatre as required, assisting the Social Media and Digital Marketing Officer in generating content for our channels
- Assist in proofreading and copywriting
- Keep digital archive records updated
- Research specialist audiences for marketing campaigns
- Compile copy, reviews and production photography into Press Packs
- Manage FOH poster displays

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- Create and manage external events calendar, as well as managing internal events calendar on Outlook and YesPlan
- Offer creative ideas for our social media channels and contribute to the scheduling and planning of content
- Provide admin support for the department, including processing post, arranging couriers and deliveries, site diary management and booking meeting rooms/refreshments
- Work with the Marketing Manager on the Prologue scheme. Responsibilities include:
  - Ambassador meetings
  - E-newsletters
  - Social media and web updates
  - Fresher's Fair attendance
  - Monitoring and reporting on £5 ticket sales
  - Attending external partner meetings as required
- Use Spektrix to create targeted mailing lists, monitor response to mailings and produce reports
- Assist the Director of Marketing and Communications as required

This list of responsibilities is not exhaustive, and you may be required to perform duties outside of this list as reasonably required, and at the discretion of the Director of Marketing and Communications. The job will at times require unsociable working hours.

## Responsibilities of all Staff Members

- Be aware of the work of the other departments in the achievement of CFT's aims
- Take an active part in communicating and co-operating with other staff and departments
- Follow guidelines, procedures and policies provided by the company in relation to financial management and personnel records
- Work in accordance with the Equal Opportunities policy of CFT
- Be aware of, and comply with, the rules and legislation pertaining to Health and Safety at work
- Take part in such working groups and committees as might from time to time be required for the fulfilment of departmental and/or company aims
- Be an active ambassador for CFT, its aims, objectives and values
- Maintain a clean and safe working environment at all times
- Commit to CFT's environmental policies to reach net zero and collaborate with us in finding innovative solutions towards more sustainable theatre-making

## Person Specification

### Essential Criteria

- Focused, motivated, enthusiastic and efficient with a passion for theatre and performing arts
- An excellent communicator with a good visual sense and strong writing skills
- Strong attention to detail for creation and proofreading of materials
- Ability to problem solve, working in a proactive and reactive manner to a varied workload, and prioritise based on importance and complexity of the task at hand
- A willingness to learn new skills
- Strong organisational and time management skills, working to achieve deadlines
- A collaborative team player able to connect and work in partnership with others as well as working on own initiative
- Interest in and commitment to making theatre accessible to all community sectors
- A desire to build new audiences and promote new strands of our work

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- Computer literacy

## Desirable Criteria

- Media Studies qualification or experience using photo and video editing software (particularly Adobe Creative Suite)
- Demonstrable experience of using social media platforms, an understanding of current trends and the purpose of social media for the Theatre
- Previous experience of working in a professional environment
- Administrative experience with strong analytical and numeracy skills

This post is part of CFT's Marketing Department and is based at Chichester. Normal working hours are Monday to Friday, 10am-6pm, although some degree of flexibility will be required according to workload and will include occasional evening and weekend working. There will be some travel outside of Chichester, mainly to London.

## A few more things...

We're an Equal Opportunities employer. We embrace and celebrate diversity and are committed to building a team that represents a variety of backgrounds, perspectives and skillsets. We passionately believe that the more diverse and inclusive we are, the better we'll be as a company, an employer, a community hub and a theatre. We actively encourage applications from people that have been traditionally under-represented in the arts.

We really value people who will bring unique perspectives and will add new knowledge to our team. The Theatre has an equality of opportunity approach and aspires to give everyone the chance to achieve their potential.

You may already have seen that CFT are Disability Confident and are committed to creating a diverse and inclusive culture.

CFT have a range of policies and procedures in place which promote safeguarding and safer practice across our organisation.

All appointments are made subject to satisfactory reference and proof of eligibility to work in the UK.