

Job Description

Job Title:	Communications Assistant
Responsible to:	Communications and Programme Manager (and through this role to the Head of Communications and Programme)
Responsible for:	Volunteers (if required)
Hours:	20 hours per week exclusive of lunch breaks. Due to the nature of the job, evening and weekend work is inevitable. No overtime is payable, but time off in lieu will be given where possible.
Holidays:	24 days per annum (pro-rata)
Salary:	National Living Wage (Currently £8.21 p/h for those aged 25 and over)

Job Summary:

To actively participate in the effective and efficient marketing of Theatre Royal Wakefield to achieve the organisation's objectives.

The Context:

Theatre Royal Wakefield operates as both a producing and a receiving house. In 2011 British playwright John Godber joined the Theatre as its Creative Director, and the Theatre now plays a producing role for The John Godber Company.

The Theatre provides a varied programme of professional and amateur performances, across the Matcham Auditorium and Walker Studio, has a vibrant Learning & Participation programme and tours the UK.

VISION

We achieve great art, accessible to all.

We believe the arts should fundamentally be enjoyable, memorable and enrich people's lives.

MISSION

To develop new creative opportunities and experiences both within the theatre building, throughout the wider community and on tour, encouraging high quality engagement across a broad sector of the Performing Arts

STRATEGIC AIMS

1. Financial stability and sustainability
2. Artistic programme development
3. Audience development and audience retention
4. Engagement with young people – developing their creativity
5. Develop the Theatre for the 21st century – investing in our building

In recent years the Trust has significantly developed and diversified its activities, and has changed and adapted its business model to meet the challenges resulting from reductions in public sector funding.

This is an important role within the Communications and Marketing team which makes a significant contribution to the Trust's development at a time of change.

Main Duties and Responsibilities

Marketing Material

- Assist in the production of individual pieces of print, including speaking to designers, consultation of image generation, creative copy writing and proof reading.
- Effective collation of assets from external production companies for show print such as flyers, posters and website.
- Take delivery and ensure safe storage of print.
- Organise effective and targeted distribution of print.
- Develop a mailing list to send show posters to and organise package / postage.
- Organise library packs.

Press & PR

- Setting up competitions and organising the prizes with production companies
- Update and maintain the listings database and effectively disseminate the weekly press listings

E-marketing

- Monitor the theatre website for out of date items and update content
- Assist with adding new season shows on to the website content management system
- Generate and collate content for social networks from internal and external sources
- Initiate interviews, video and picture content for web and social networks

Other

- Maintain the department photo archive and update GDPR consent as required
- Update the FOH screens with up to date content promoting shows and forthcoming events at Theatre Royal Wakefield, as well as key organisational messages
- Write the staff internal monthly newsletter
- Create and manage marketing campaigns for one night shows and send to promoters
- Monitor the theatre's external poster sites – contacting external companies to organise posters for the sites, maintain system to organise posters and liaise with technical team on the changing of posters.
- Contribute to the general running of the Communications department including answering phones, clear filing and archiving system, emailing contacts etc.
- Carry out general administrative duties related to the general office environment

- Undertake any other appropriate duties as required by the Communications and Programme Manager (or Head of Communications and Programme).
- Assist the Box Office Sales team with internal poster displays and topping up of leaflet racks
- Setting up automated sales reports for promoters at the start of the season

Responsibilities of all Staff Members:

- (i) To be aware of the work of other departments in the achievement of Wakefield Theatre Trust's strategic aims and objectives.
- (ii) To make oneself aware of, and comply with, all rules and legislation pertaining to Health and Safety at work.
- (iii) To work in accordance with the Trust's approved Equal Opportunities Policy.
- (iv) To take an active part in communicating and co-operating with other staff and other departments.
- (v) To follow approved guidelines, policies and procedures established by the Trust in relation to financial management and personnel records.
- (vi) To take part in such working groups and committees or sub-committees as may be necessary for the proper fulfilment of the Trust's strategic aims and objectives.

Person Specification

Essential:

- Numerate and literate
- A keen eye for detail
- An understanding of (or ability to learn) the principles of marketing
- A good grasp of social networking
- Excellent communication (written and verbal)
- A friendly and confident phone manner
- A methodical and organised approach to work
- An ability to work to deadlines and under pressure
- A creative approach to problem solving
- An ability to deal with individuals at all levels
- An ability to work as part of a team
- An ability to make independent decisions
- Trustworthy and reliable
- Familiarity with Excel and Word software as well as web and email
- A good time-keeper with a flexible approach to working hours

Desirable:

- A degree in a relevant field
- Experience of working within a marketing environment
- Experience of working in the Arts or not-for-profit sector
- A knowledge and understanding of box office software systems

Terms & Conditions of Service

- 1 20 hours per week (excludes lunch breaks)
- 2 No overtime payable but Time off in Lieu will be given, where possible
- 3 24 days annual holiday + 8 days public holiday (pro rata)
- 4 Evening and weekend work may be required
- 5 Three month probationary period
- 6 Normal place of work – Theatre Royal Wakefield
- 7 Notice period of one week on either side during the probationary period.
Thereafter 1 calendar month