



## ROYAL EXCHANGE THEATRE JOB DESCRIPTION

**JOB TITLE:** Marketing & Communications Assistant (12 months fixed with possibility of extension)

**Department:** Marketing

**Responsible to:** Communications Manager

**Responsible for:** n/a

### Job context

The Marketing Department plays an essential role both in selling tickets to the many performances and events at the Royal Exchange, and also in promoting the broader activities and impact of the Company. This post will make a vital contribution to achieving these goals.

### Job summary

To support the delivery of all aspects of the Marketing Strategy as directed by the Marketing Director (Maternity Cover) and Marketing Officer. Specific tasks for this role will include:

- To assist in the effective promotion of all aspects of the Royal Exchange Theatre including Theatre and Studio productions, the Theatre Shop, Catering and Costume Hire.
- To act as assistant to the Communications Manager.
- To provide general administration support to the Marketing Team.

It should be noted that, in addition to the primary responsibilities and tasks listed below, there may also be the need to carry out other duties, in order to meet the demands of the department. The post-holder will therefore need adopt a flexible approach to work.



## DUTIES AND RESPONSIBILITIES

### Principal responsibilities

- To assist the Marketing Team in the execution of all campaigns.
- To assist the Communications Manager in all media campaigns.
- To ensure the effective promotion of all aspects of the venue with particular responsibility for Catering, Theatre Shop and Costume Hire.

### Principal tasks

- To work closely with the Marketing Team to execute effective show campaigns for all shows.
- To collate and file all press coverage.
- To work closely with the Communications Manager to develop and manage Media Campaigns for Studio Visiting shows, Theatre Shop, Catering and Costume Hire.
- To allocate press tickets using the Tessitura booking system.
- To assist the Communications Manager in effective running of all Theatre and Studio Press Nights.
- To build and send out all press releases using the email provider WordFly
- To maintain and update press contact lists.
- To have a thorough understanding of the Tessitura booking system and be able to pull off mailing lists for both e-mail and direct mail campaigns.
- To lead on all Under 26 marketing campaigns.
- To manage press night invitation lists and ticket allocations.
- To co-ordinate the production of the Theatre programmes, including providing copy deadlines to relevant departments, collecting biographies for actors and ensuring the programmes are delivered on time.



- To monitor on a weekly basis print stocks to ensure efficient use of material.
- To ensure FOH volunteers keep print and displays up to date, tidy and well stocked across all areas of the building in line with brand guidelines.
- To organise leaving packs for the cast and company.
- To attend the weekly operational meeting on behalf of the Marketing Department.
- To deal with requests from charities etc. for tickets
- To carry out any additional activity as required by the Marketing & Communications Director (Maternity Cover) or Marketing Officer as business needs dictate
- To carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality

### Duties and responsibilities of all members of staff

To be aware of the work of other departments in the achievement of the Royal Exchange Theatre's aims and to take an active part in communicating and co-operating with other staff and departments

To assist as appropriate with projects and events initiated or managed by other departments (including but not limited to education projects and fund-raising events.)

To work in accordance with the Equality and Diversity policy of the Royal Exchange Theatre and to participate in the achievement of the theatre's Diversity action plan.

To be aware of, and comply with, rules and legislation pertaining to Health and Safety at work and to abide by the procedures as set out in the Health and Safety policy

To abide by other guidelines, procedures and policies provided by the company

To take part in such working groups and committees as might from time to time be required for the fulfilment of departmental or company aims



## Person Specification

Skills, abilities and experience

### Essential

- An understanding of marketing and communications
- A keen interest in PR and Media relations
- Previous experience using a range of IT packages including Word, Excel and Outlook
- Excellent written communication skills
- Excellent verbal communication skills including confidence for dealing with external companies and a range of staff.
- Previous experience of multi-tasking and prioritising
- Excellent organisational skills
- A passion for theatre/the arts
- The ability to work under pressure to meet multiple deadlines
- A flexible approach to work

### Desirable

- Previous experience in a marketing or sales environment
- Previous experience using Photoshop or other design software
- Previous experience working with the press and media