

SHAKESPEARE NORTH PLAYHOUSE

MARKETING & COMMUNICATIONS ASSISTANT

About the Organisation

Shakespeare North Playhouse, 'Theatre Building of the year 2023' is a unique new arts venue, which opened in the summer of 2022. It presents a vibrant contemporary cultural and learning programme featuring home co-produced and visiting performances, as well as comedy, music, community work, hire and events and a range of education and training activities.

The Shakespeare North Trust (SNT) is the Charitable organisation which is the operator of Shakespeare North Playhouse. The Trust also has two wholly owned subsidiaries within the Group structure. The subsidiaries are limited companies.

Our Vision: "Inspired by Shakespeare. Bringing Joy: Together, we tell stories that feel like our own, that change the way we see the world - opening doors, inviting debate, inspiring a love of learning, and bringing joy to this place; Our Shakespeare North Playhouse."

Our Mission – The Big Goal: "We share world-class theatre, activities and conversations inspired by Shakespeare and relevant to all of us."

Our Promise: At Shakespeare North Playhouse we commit to being 'Bold and Brave'. It is a promise we make to each other internally as a team, to our visitors, patrons, and partners, and to all our artists and makers as we all come together to create a wonderful place.

Our Values and Behaviours: The organisational values define Shakespeare North Playhouse. They create a framework for the way in which the organisation wishes to achieve the vision and objectives. The team are firm in the belief that what is achieved is only half of the plan, as how success is attained is of equal importance. It is critical that there is a framework of how people will thrive together, as a team, with partners, visitors, and audience.

Innovative - Honest - Collaborative - Creative

Equal - Supportive – Accountable - Useful

The Role

Audiences are at the heart of Shakespeare North Playhouse - from the people and communities of Prescot and Knowsley to those visiting the region.

The Audiences Team play an essential role both in selling tickets to the many performances and events at Shakespeare North Playhouse, and also in promoting the broader activities and impact of the organisation.

While the team is relatively small, it has already been recognised for its excellent customer experiences in all aspects of its work, with artists, audiences, participants in our creative engagement programme, or users of the spaces and facilities.

We are looking for a Marketing & Communications Assistant to work across the busy Audiences Team. This role will provide administrative support, will contribute to a variety of marketing, press & content campaigns from start to finish and will have the opportunity to be part of a wider range of projects across Shakespeare North Playhouse.

The post-holder will report to the Head of Audiences for Shakespeare North Playhouse.

Place of Work

The place of work will be Shakespeare North Playhouse in Prescot, Knowsley. Occasionally work will be required at alternative locations including partners with whom Shakespeare North co-produces. Due to the need of the business this is an office-based role.

Salary and Hours of work

This role is 0.6 FTE. 24 hours worked over three days.

Due to the nature of this role and to meet the demands of the building, the post holder will need to be flexible and take on evening and weekend work when required.

The salary will be up to £14,277.60 per annum depending on skills and experience (based on a full time equivalent of £23,796 per annum).

Main Duties:

Administration and Support

- Provide vital administrative support to ensure the seamless functioning of the team.

Marketing

- Oversee and keep up to date onsite branding and marketing collateral such as leaflet racks, poster sites, and digital screens.
- Organise and manage marketing collateral (physical and digital): accepting deliveries of collateral and storing it in a suitable location or saving it digitally. Keeping an up-to-date record of all assets at the teams disposal.
- Support the on-sale process by collating marketing imagery and copy for upcoming events and projects and creating an their event page on the Shakespeare North Playhouse website via the CMS.
- Action any amends on the Shakespeare North website. Ensure all new content is uploaded to the website in a timely fashion (eg trailers, casting credits, reviews)
- Collate cast and creative team biographies and headshots for the website, press releases, and programmes.
- Support with the creation of email campaigns in SN's email service provider DotDigital.
- Support with the creation of programmes for Shakespeare North's produced work.

Ticketing/ Audience Support

- Support the Audience Support Administrator and Visitor Experience Team with the day to day selling of tickets and customer phone enquiries.

- Manage and implement ticket requests from visiting companies and colleagues internally.
- To support the Audience Support Administrator to monitor the Hello@ inbox, Access@ inbox & Groups@ inbox and respond to and field customer queries.

Press/ Communications

- Collect, organise, and distribute press cuttings/ reviews.
- Manage invitation lists, create and distribute invitations and manage RSVPs for events (notably press nights)
- Organise and assist at various events such as launch events, press nights, media trips, marketing and press photoshoots, as well as filming. Working outside of normal hours for special events(e.g. filming projects, external events ie Knowsley Flower Show).
- Ensure all Shakespeare North events and performances are uploaded to 'What's On' listings ie St Helens Star, Theatre Tokens.

Content

- Support the Digital Content creator to create reels, tik toks and info-graphics for Shakespeare North's social media channels.
- Support the Digital Content Creator with community management across Shakespeare North's social media channels.

Person specification:

- Enthusiasm for audience development, passion for and belief in broadening access to the arts.
- High level of computer literacy including using Microsoft Office suite (Word, Excel and Outlook)
- Ability to solve problems proactively in a fast and effective manner.
- Organised with experience of planning and working to deadlines
- Proactive and flexible and willing to work evening and weekends as required.
- A passion for arts and culture and it's transformative nature for wellbeing.

How to Apply

If having reviewed the job description and information about the Shakespeare North Playhouse you consider yourself to be a good fit for this role, please email a CV, a cover letter of application and completed equal opportunities form to recruitment@shakespearenorthplayhouse.co.uk

The cover letter of application should be of no more than 2 sides of A4 addressing how your experience matches the role description, why you are interested in the role and why you think your skills and experience would make you a good candidate. Alternatively, you may submit a video/audio file of no more than 10 minutes in length. You can do this via WeTransfer or an alternative file transfer service.

Diverse representation

We encourage and welcome applications from people whose background and experience are under-represented in the cultural sector. We are committed to inclusive working practices and understand there may be barriers people face when considering an opportunity like this. If you are interested in applying for this role but feel there are things that may prevent you from getting involved, please get in

touch and let us know how we can support you in making your application and throughout the selection process.

Equality Monitoring

Please provide equality monitoring information on the form provided so that we can monitor the Shakespeare North Trust's equality policy and practices. The information you provide will not impact on the consideration of your application and will be used solely for the purpose of monitoring.

Data Protection

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Once the process is completed the data relating to unsuccessful applicants will be stored for a maximum of 6 months and then destroyed. If you are the successful candidate, your application will be retained and form the basis of your personnel record. By submitting your application, you are giving your consent to your data being stored and processed for the purpose of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate. In submitting your application, we will assume that consent by you is given. We refer you to Shakespeare North's job applicant privacy notice which you should read before applying for this role.

If you have any questions or would like to have an informal conversation about the role before applying, please contact us via email at recruitment@shakespearenorthplayhouse.co.uk

This job description is intended as a guide to the duties expected of the post-holder. These duties may be reviewed from time to time to meet the needs of the business.

This job description is not contractual.