

SHAKESPEARE NORTH PLAYHOUSE

JOB DESCRIPTION

MARKETING & COMMUNICATIONS ASSISTANT

Shakespeare North Playhouse 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.

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.

Place of Work

The place of work will be 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 role will predominantly be an office-based role with the option for some hybrid working.

Reporting Relationships

The post-holder will report to the Marketing Manager for Shakespeare North Playhouse.

Salary and Hours of work

This role is full time, 40 hours over 5 working days.

This role is a fixed-term role for 12 months.

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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 **full-time salary will be £25,396.80 per annum**, depending on skills and experience.

Job summary

Administration and Support

- Provide vital administrative support to ensure the seamless functioning of the team.
- Manage the Marketing inbox, escalating queries where appropriate.
- Manage the inbox across social media channels, escalating queries where appropriate.
- Tracking and updating weekly sales figures.

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 their event page on the Shakespeare North Playhouse website via the CMS.
- Collate cast and creative team biographies and headshots for the website, press releases, and programmes.
- Collate copy and imagery from production companies for bi-annual What's On.
- Support with the creation and delivery of email campaigns in SN's email service provider DotDigital.
- Support with the creation of programmes for Shakespeare North's produced work.
- Support with the creation and management of digital ads, specifically Meta and Spotify.
- Support the Marketing Manager with the delivery of all Marketing Campaigns. Where appropriate the Marketing & Communications Assistant may be the lead point of contact on campaigns with support from the Marketing Manager.

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- Monitor campaign budgets and emails sent.

Ticketing/ Audience Support

- Support the Ticketing Manager with the day to day selling of tickets and customer phone enquiries.
- Manage and implement ticket, sales reports & data requests from visiting companies and colleagues internally.

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 Creation/ Content Management

- Support the Marketing Manager and Communications Officer to create reels, Tik Toks and info-graphics for Shakespeare North's social media channels and digital screens.
- Support the Marketing Manager and Communications Officer with community management across Shakespeare North's social media channels.
- Manage content that is supplied from visiting companies, ensuring it is on brand with tone and place it appropriately on Shakespeare North's owned platforms.
- Manage the website Content Management System. Ensuring all the content on the website is up-to-date, in the right specifications and represents the organisation well.
- 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)

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Personal Specification

- Enthusiasm for audience development, passion for and belief in broadening access to the arts.
- Interest in social media trends and experience creating content across a variety of channels.
- 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.

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

As a new organisation Shakespeare North Playhouse will inevitably change as we grow and develop over the coming years. Any new appointees will be required to show a flexible approach to this process – which may involve revisions around job description, titles, roles and departmental structures.

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.

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The closing date for applications is **Monday 26 January 2026**.

Diverse representation

We encourage and welcome applications from people whose background and experience are underrepresented 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