



Job Description

Job Title:	Marketing Assistant
Hours:	40 hours per week, 10am – 7pm Occasional evening / weekend work may be required
Reports To:	Marketing Manager

Main Purpose

Theatre Royal Windsor is looking for a motivated and enthusiastic Marketing Assistant to support the Marketing & Sales Manager and work collaboratively with other departments in order to maximise ticket sales and build the Theatre Royal Windsor brand. The key elements of the role include:

- Working in conjunction with the Marketing & Sales Manager to plan, action, monitor and evaluate marketing campaigns across a wide range of media channels
- Liaising and collaborating with internal and external partners
- Meeting deadlines to bring action campaigns to life on time
- Keeping calm and focused in a busy and fast-changing environment
- Help create engaging and impactful marketing communications with great content creation, including strong writing skills and an eye for effective imagery
- Experience using imaging software (e.g. Adobe photoshop)
- With a keen eye for detail, you'll keep our website and social media channels up to date and relevant

General Information

Theatre Royal Windsor is an exciting and thriving regional theatre and is proud to be the only unsubsidised producing theatre to operate all year round in Britain. The theatre hosts a busy programme of shows and events focusing on drama and musicals, supported with live music comedy and dance. The auditorium seats 631 and the building is Grade-II listed.

Theatre Royal Windsor is operated as part of Bill Kenwright Ltd. One of the largest commercial theatre producers in the UK. The Theatre produces and opens a large number of Bill Kenwright touring productions, in addition to its own in-house productions and the annual pantomime.

Theatre Royal Windsor is keen to ensure that we actively engage with local residents and visitors to the area and we are continuing to develop an outreach and education programme and more diverse offer at the theatre.

The business plan aims to position the theatre as a key cultural hub that aims to meet its vision statement:

“To provide a first-class regional theatre that is recognised nationally, that produces and presents a core programme of drama and theatre for all residents and visitors to the Windsor area. Acting as a key cultural hub, encouraging participation and engagement with performing arts and supporting the development of staff, artists and audiences.”

Responsibilities Include:

General Marketing

- To provide general support in the Marketing department by participating, contributing and liaising with members of staff and agencies with regard to copy-writing, direct mail, email campaigns, proof-reading, production photography, deliveries, front of house displays/activities, distribution and other work carried out by the department as appropriate
- To liaise with all visiting productions for co-ordination of marketing activity
- To assist in updating the marketing budgets and plans
- To support the Marketing & Sales Manager in the production of the venue's seasonal brochures (co-ordinating with the mailing house, designers, printers and producers, and supplying relevant data)
- To ensure automated email communications to customers is scheduled and updated (pre-show and post-show emails to customers)

Print & Distribution

- To ensure all print displayed in and outside the building is continually updated to reflect current shows
- To supply printers/producers with overprint details and print quantities
- To manage the recording and storage of all print stock (flyers, brochures, posters)
- To liaise with the Front of House team to ensure they have correct print
- Help with designing marketing material and front of house poster displays
- To co-ordinate the distribution of direct mail and other marketing materials

Digital Marketing, Email Campaigns & Website Maintenance

- To deliver the theatre's digital media strategy including website content management, email marketing campaigns and social media
- To update the website (WordPress) regularly with copy, artwork and information
- To prepare content and images for online, social media, email campaigns and other communications in consultation with the Marketing & Sales Manager
- To produce and schedule a consistent volume of output to our social media channels

PR & Communications

- To draft and circulate press releases
- Liaise with agents and external PR agencies
- To support in hosting media nights for all shows and liaising with the media (press, radio, websites) regarding interviews, creating show editorial, tickets, production photos, recordings and launches
- To collect and archive our media exposure
- To update our social media channels and "Off-Script" blog with other relevant content in line with our house style and tone

Advertising

- To create layouts for print and online marketing using Imaging software such as Adobe InDesign
- To organise advertising in a range of media channels including local papers, outside posters (venue, stations, buses), radio stations and brief the designers

Data

- Create appropriate customer mailing lists to effective target audiences
- To support the Marketing & Sales Manager in tracking any responses to particular mailings, brochures, adverts and PR
- To produce reports and statistics which enable analysis of customer behaviour, including best methods of contact, cross-selling etc.

PERSON SPECIFICATION

Position Title:	Marketing Assistant	Date Prepared:	12/08/2021
Department:	Marketing		

AF= Application Form	I = Interview	T= Test
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	REQUIREMENTS	Essential	Desirable	Assessed
1.	EXPERIENCE AND KNOWLEDGE			
1.1	Understanding of the marketing and sales function of a regional theatre or live performance venue		✓	AF/I
1.2	Knowledge of box office and CRM systems. (e.g. Spektrix)		✓	AF/I
1.3	Experience of working collaboratively with other people	✓		AF/I
1.4	Basic experience and understanding of graphic design software	✓		AF/I
1.5	Understanding of the marketing role played by multiple media channels both on and offline		✓	AF/I
1.6	Understanding of audience segmentation		✓	AF/I
1.7	Tact and skill in dealing with customers, suppliers, external companies with experience of handling complaints and enquiries	✓		AF/I
1.8	Experience of general administration duties in an office environment	✓		AF/I
1.9	Experience of budgeting and cost tracking		✓	AF/I
1.10	The ability to multitask in a busy environment and excellent Microsoft office skills	✓		AF/I
1.11	Experience of relationship building both internally and externally whilst representing an organisation	✓		AF/I
1.12	Good attention to detail	✓		AF/I
2.	COMPETENCIES			
	WORKING WITH PEOPLE			
2.1	a. Demonstrates an interest in and understanding of others b. Adapts to the team and contributes to team spirit c. Able to follow instructions accurately d. Asks questions, consults others and communicates proactively e. Supports and cares for others f. Develops and openly communicates self-insight such as an awareness of own strengths and weaknesses	✓		AF/T/I
	RELATING AND NETWORKING			
2.2	a. Establishes good relationships with customers and staff b. Builds wide and effective networks of contacts inside and outside the organisation c. Relates well to people at all levels	✓		AF/T/I

	REQUIREMENTS	Essential	Desirable	Assessed
	d. Manages conflict e. Uses humour appropriately to enhance relationships with others			
2.3	ANALYSING a. Analyses numerical data, verbal data and all other sources of information b. Breaks information into component parts, patterns and relationships c. Probes for further information or greater understanding of a problem d. Makes rational judgements from the available information and analysis e. Produces workable solutions to a range of problems f. Demonstrates an understanding of how one issue may be a part of a much larger system.	✓		AF/T/I
2.4	DELIVERING RESULTS AND MEETING CUSTOMER EXPECTATIONS a. Focuses on customer needs and satisfaction b. Sets high standards for quality and quantity c. Monitors and maintains quality and productivity d. Works in a systematic, methodical and orderly way e. Consistently achieves project goals	✓		AF/T/I
2.5	ENTREPRENEURIAL AND COMMERCIAL THINKING a. Keeps up to date with competitor information and market trends b. Identifies business opportunities for the organisation c. Demonstrates financial awareness d. Controls costs and thinks in terms of profit, loss and added value	✓		AF/T/I
2.6	EDUCATION AND TRAINING			
3	A minimum of 5 GCSE grade A*-C passes, including in English and Mathematics.	✓		AF
3.1	A Degree level (or equivalent) qualification in a relevant field (English, Marketing, Theatre Management etc.)		✓	AF
3.3	First Aid at Work qualification		✓	AF