

Marketing Assistant

Responsible to:	Marketing Manager, Sales & Marketing Director
Works Closely With:	Sales & Marketing Team
Rate of pay:	£13.15 per hour (London Living Wage)
Contract:	Fixed term, subject to two-month probationary period.
Hours:	Part time: 4 days / 28 hours per week, 10am to 6pm with 1 hour lunch. Job share applications will also be considered.
Flexible Working:	Park Theatre operates a TOIL policy and flexible working patterns including partial remote working (usually one day per week).
Holidays:	28 days per annum pro-rata (including bank & public holidays)
Pension:	Park Theatre operates a company pension scheme with 3% company contribution, available to all staff.
Notice Period:	1 month during probationary period, two months thereafter.
Other Benefits:	Complimentary tickets to Park Theatre shows Discount at Park Pizza (our café bar) Support for professional development Family friendly policies Access to training & professional development Season ticket travel loan and Cycle to Work scheme Complimentary flu vaccinations

Purpose of the Job:

To support the Marketing Manager, Head of Ticketing and Sales & Marketing Director with marketing and sales activities for the theatre. This includes: creating and sending regular email newsletters, updating and amending the company website, creating and scheduling content for social media channels, assisting with audience development activity and research, keeping the print marketing in front of house areas well stocked and tidy, assisting with the production of print & digital marketing assets for both visiting and in house productions.

About Park Theatre:

Park Theatre opened in May 2013 after three years of planning and building and is comprised of Park200 (a 200 seat theatre with stalls and circle), Park90 (a flexible studio space), the Morris Space (a multifunctional room used for rehearsals, workshops, readings and the majority of our creative engagement activity); the Theatre Bar and additional facilities (including offices, dressing rooms and a stage management office). We are a registered charity and a company limited by guarantee, overseen by a non-executive Board of Trustees. We have a talented and dedicated team of 20 permanent staff, plus a pool of casuals and volunteer ushers.

Park Theatre presents work of exceptional calibre in the heart of Finsbury Park. We strive to ensure that our building, and the work on stage, is inviting and accessible to all. We work with writers, directors and designers of the highest quality to present compelling, exciting and beautifully told stories across our two intimate spaces. Our programme encompasses a broad range of work from

PARK THEATRE
Clifton Terrace
Finsbury Park
London N4 3JP

Box office: 020 7870 6876*
Office: 020 3697 4190
info@ParkTheatre.co.uk
ParkTheatre.co.uk

**Exceptional theatre
in the heart of
Finsbury Park**

PARK THEATRE

classics to revivals with a healthy dose of new writing, producing in-house as well as working in partnership with emerging and established producers from both the commercial and subsidised sectors.

Within the industry, we aim to be a creative home from home for actors, writers, directors and producers; we offer our spaces as a platform for development, rehearsed readings or sharings of new projects, with the aim of securing a future life either on our own stage or on another. We are invested and rooted in our local community and seek to work with local residents, businesses and partner organisations to create a better Finsbury Park for everyone. In everything we do, we aim to be warm and inclusive; a safe, welcoming and wonderful space in which to work, create and visit.

Our Venue and Spaces

- **Park200** – seating on two levels, with up to 235 seats when configured on four sides
- **Park90** – a flexible studio seating 76 – 106
- **The Morris Space** – a multifunctional room used for rehearsals, workshops, readings, one-off events, and the majority of our creative engagement activity
- **Park Pizza & Theatre Bar** – attractive area located across two floors, catering for audiences and functions
- **Additional facilities** – including offices, three dressing rooms and a kitchen area

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Key Responsibilities:

Marketing:

- To create email newsletters on DotDigital, Park Theatre's email client
- Schedule content across social media channels, liaising with producers, co-producers and other departments, ensuring a daily presence via Twitter/ X, Facebook and Instagram, and TikTok where appropriate
- To arrange promotional email and social media swaps with other arts organisations
- To build and update web pages on parktheatre.co.uk, keeping information up to date
- To take on small design jobs in house as necessary via Photoshop/ Canva
- To assist with audience research and development projects, particularly for our newly launched comedy and children's theatre strands
- Proofing marketing materials such as flyers and posters
- To create front of house displays for current shows in the building
- To ensure a constant presence of up-to-date marketing print around the building
- To keep front of house advertising screens regularly updated with new show trailers and information
- To assist the creative learning department with marketing via email newsletters, social media and outreach to the local community
- To take pictures of creative learning events and activities, special events such as fundraisers or press night parties which can be used for social media, marketing and archival purposes
- To assist in the creation of audio and video content as necessary
- To assist on press night preparation and during the event
- To assist in the marketing of access performances and creating resources for access performances
- Support the Marketing Manager and Head of Ticketing with schools marketing via postal mail outs, email and follow up phone calls
- To attend weekly marketing meetings and contribute ideas

General:

- To uphold Park Theatre's brand and values
- To comply with Park Theatre's internal policies and data protection
- Answering telephone marketing enquiries and directing them as necessary

Person Specification

Essential

- A passion for and demonstrable interest in theatre
- Self-starting, enthusiastic and reliable
- Ability to multi-task, work independently and meet deadlines
- Ability to manage time and prioritise workload
- Excellent customer service and telephone manner
- Experience of Microsoft Office packages
- Excellent attention to detail
- Strong organisational skills
- Sound numeracy and IT skills
- Strong digital proficiency

Desirable

- Interest in a career in marketing, sales, communications or ticketing
- Experience of using a box office ticketing system
- Experience of using an email client such as DotDigital or Mailchimp
- Design experience with Photoshop, InDesign or similar
- Website management experience
- Photography and videography skills

Application Procedure:

Applications should be made by submitting a covering letter explaining in **no more than two sides of A4** what attracts you to the position and evidence of your ability to fulfil the role and meet the person specification. Please also submit a C.V. and complete the application questions available for download at parktheatre.co.uk/get-involved/jobs you should also complete an Equal Opportunities Monitoring Form by visiting <https://5dhcqsmi8ar.typeform.com/to/MGxq0BpT>. Applications should be addressed to **Dawn James, Sales & Marketing Director** and sent via e-mail to jobs@parktheatre.co.uk by **Wednesday 20 March 2024 by 5pm**.

Park Theatre operates a Positive Action policy to aid in our endeavour to diversify our workforce. Any disabled candidates or candidates from people of the global majority who meet the essential criteria listed in the person specification will be guaranteed a first round interview. If you feel that this applies to you, please include the following sentence at the end of your application letter: *I would like my application to be considered under Park Theatre's Positive Action policy.*

By submitting an application to us, you confirm the following:

- The information you provide is correct at the point of submission
- You give your consent for Park Theatre to hold and process your data and information
- You give your consent for Park Theatre keep your application details on file for up to two years

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