

JOB DESCRIPTION

ROLE:	Marketing Assistant
RESPONSIBLE TO:	Marketing Officer
LINE MANAGING:	Volunteer Show Marketing Assistants
RENUMERATION:	3 days per week (W-F)/ £17,100 pro rata
HOLIDAY:	16.8 days
PROBATIONARY PERIOD:	6 months
NOTICE PERIOD:	2 calendar months

About the Questors

The Questors is Ealing's Theatre. We have two auditoriums – The Judi Dench Playhouse and The Studio – plus a bar, café, three rehearsal rooms, a set-building workshop, and wardrobe and props departments.

We're one of the largest community theatres in Europe, with a membership of around 1,200 people, of whom around 600 are actively involved in our productions. We produce and perform 18 plays per year, host a range of visiting theatre companies, and deliver a variety of one-off and special events.

Our Adult Training offers everything from short four-week courses to university level one-year acting course for people intending to pursue an acting career. We also have a thriving youth theatre attended by 500 children and young people every week.

About the marketing team

We want The Questors Theatre to continue to be a thriving venue where people in Ealing can watch, learn about and participate in theatre. As a marketing team our aim is to increase the engagement of the local community in the activities of the theatre.

The marketing team is made up of two part-time staff – Marketing Officer and Marketing Assistant – plus a team of volunteers who work on photography, videography, illustration, social media, show marketing and box office.

Marketing Assistant Role Purpose

- To support the delivery of marketing plans and activities, which increase ticket sales and develop our membership
- To produce creative written content that will engage people with our shows, membership, youth theatre and adult training courses
- To lead on digital engagement, particularly with local and online communities

Role responsibilities

- Manage our social media channels in order to build our local engagement and following
- Support and develop our social media volunteers
- Website editor: be responsible for adding, editing and coordinating all website content

- Copywriting: write synopsis, loglines, marketing copy and PR for shows, for use in print and digital marketing
- Contribute to the creation of marketing plans for shows, membership development, youth theatre and adult courses
- Support and develop our show marketing volunteers
- Create and send regular e-newsletters, and develop new e-communications opportunities
- Manage our database of contacts and lead on best practice for data controls
- Manage all marketing support for visiting companies (website, social media and print displays)
- Liaise with the Box Office team to set up off- and online ticket sales for shows
- Manage and develop our digital advertising, particularly Facebook and Google AdWords
- Work with marketing team and members to create new digital content
- Undertake specific marketing projects
- Manage the distribution of printed marketing materials to members and around Ealing
- Undertake relevant marketing administrative tasks and provide support to the Marketing Officer
- Assist with the creation of QExtra and show image posters

PERSON SPECIFICATION

Essential

1. Experience of copywriting (e.g. for marketing, PR, comms, news or digital)
2. Experience using social media for marketing a business or organisation
3. Excellent organisational skills
4. The ability to deal confidently and positively with people of all levels both face-to-face, on email and over the phone
5. An understanding of marketing and audience engagement
6. An ability to think creatively and contribute ideas
7. A demonstrable interest in marketing or communications (e.g. a related qualification, previous employment or voluntary experience, etc.)
8. An interest in theatre
9. An ability to engage, motivate and involve others
10. A good knowledge of Word, Excel and Outlook

Desirable

1. Experience of working with volunteers and members
2. Experience of working with digital tools such as Dotmailer, Google Analytics and Hootsuite
3. Experience of using a website content management system
4. A working knowledge of Photoshop and InDesign