



Sales and Marketing Assistant Application Pack

February 2020

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Dear Applicant,

Thank you for your interest in the post of Sales and Marketing Assistant at Cambridge Arts Theatre.

If you would like to apply for this position, please e-mail a CV, detailing your full employment history, academic and professional qualifications, current salary and a covering letter of no more than 500 words that outlines your suitability for the role to: kcollins@cambridgeartstheatre.com

The deadline for all applications is Monday 24 February, 12 noon.

First round interviews will be held w/c 2 March and those shortlisted may be invited to a second interview.

I look forward to receiving your application and thank you for your interest in the work of Cambridge Arts Theatre.

Yours sincerely,



Kat Collins
Head of Sales and Marketing

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T: 01223 578930

CAMBRIDGE ARTS THEATRE

JOB DESCRIPTION

JOB TITLE: Sales and Marketing Assistant
RESPONSIBLE TO: Head of Sales and Marketing

Cambridge Arts Theatre

Cambridge Arts Theatre is an independent theatrical charity. We're here to inspire and nurture a lifelong love of the performing arts and to secure the future of our Theatre for the next generation of theatregoers.

Purpose of role

This exciting new role supports the work of the Sales and Marketing department and is perfect for anyone looking to start their career in arts marketing.

Reporting to and working with the Head of Sales and Marketing, the Sales and Marketing Assistant is responsible for implementing and monitoring effective marketing campaigns for upcoming performances.

The Sales and Marketing Assistant also supports the Education and Outreach objectives of the organisation, which includes administrating all school and group bookings, with a particular focus on the Theatre's annual Christmas pantomime as a vital source of revenue, to ensure attendance in these areas is maximised.

In addition the Sales and Marketing Assistant will be a fully trained member of the Sales team and work on the Box Office during the day and evenings as required.

KEY RESPONSIBILITIES:

- To work alongside the Marketing Manager and Marketing Officer to plan, implement, monitor and evaluate show campaigns, which includes but not limited to:
 - Planning marketing activity including advertising, direct mail, print distribution, e-marketing, local and national press coverage and promotions
 - Creating engaging social media content for shows to share on the Theatre's Facebook, Twitter and Instagram channels
 - Updating show content on the Arts Theatre's website and blog
 - Ensuring the Theatre has all relevant marketing materials for each show, Front of House and external poster displays are kept up to date and the Theatre's print room is kept tidy and organised
 - Working within set budgets for activity and maintaining accurate records
 - Attending regular marketing meetings to monitor and analysing the effectiveness of any given campaign
 - Supporting the work of the Marketing Department as required

- To work with the Box Office team during the incoming of school performances and cover Box Office shifts when required

- To work in association with the Outreach Manager to promote and implement the Theatre's education and outreach strategies, including but not limited to:
 - Maximising both schools' attendance through the execution of proactive marketing campaigns for productions and relevant content to local schools

 - Proactively seeking sales from existing and new school contacts and working to achieve financial targets set by the Head of Sales and Marketing

 - Acting as primary point of contact for all schools throughout the booking process, liaising with teachers to ensure the highest level of customer service is delivered and accurate records are kept of all school bookings

 - Administration and general upkeep of the Theatre's schools' database within the ticketing system (Tessitura)

 - Exploring and developing a Groups/Tourism market; building and maintaining a database of contacts for group bookers and acting as first point of contact for bookings

 - Promoting the Theatre's programme of accessible performances (BSL Interpreted, Audio Described and Captioned) to relevant target groups

PERSON SPECIFICATION

ESSENTIAL

- An interest and desire to build a career within theatre marketing
- A degree-level education, preferably in an arts subject
- First class written English skills with an ability to write informative, accurate and creative copy
- Interest in and commitment to the work of Cambridge Arts Theatre, combined with a strong interest in theatre and/or the arts in general
- A positive attitude with excellent self-motivation and ability to work on your own initiative
- Committed, energetic and motivated team player
- Excellent organisation and planning skills with the ability to work flexibly under pressure, to prioritise and to meet deadlines
- Ability to communicate effectively with people at all levels, both internally and externally
- Excellent eye for detail and exemplary proofreading skills
- Proven IT skills and previous experience of social networking

DESIRABLE

- Working knowledge of a ticketing system or CRM database (Cambridge Arts Theatre uses Tessitura)
- Previous experience of marketing and/or sales work, preferably in the arts industry

The following generic responsibilities apply to all Cambridge Arts Theatre staff:

- Participate actively in the life of the Theatre
- Regularly attend Arts Theatre productions including weekly press nights and other special events
- Attend meetings and events as required
- Assist other departments as required
- Work on other projects and activities as required and play an active role in achieving the aims and targets of the organisation
- Carry out administrative work generated by the above activities
- Have a flexible approach to working hours
- Maintain a clean and tidy working environment
- Be presentable, well-organised and have good timekeeping
- Comply with Cambridge Arts Theatre's Equal Opportunities, Health and Safety and other policies at all times

The list of responsibilities is not exhaustive, and the employee may be required to perform duties outside of this list as operationally required and at the direction of the Line Manager.

Cambridge Arts Theatre is an equal opportunities employer welcoming applications from all sections of the community.

TERMS AND CONDITIONS:

- Salary:** c. £18,000 - £20,000 per annum, depending on experience.
- Hours of Work:** Based on a 40-hour full-time week. Regular evening and occasional weekend work required. There is no paid overtime and no formal time off in lieu system.
- Holiday entitlement:** 20 days for full time staff
- Probationary Period:** 3 months
- Notice Period:** Following the completion of a successful probationary period, the notice period is 1 month
- Pension:** The employer offers an auto-enrolment pension with Standard Life.

Closing date for applications: Monday 24 February, 12noon

Interviews: w/c Monday 2 March

Appointment subject to references.