

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: Marketing and Communications Assistant

Department: Marketing and Communications

Reporting to: Marketing Campaign Manager
Head of Marketing & Communications

Position Summary

The Marketing and Communications Assistant provides crucial support and administrative provision to the wider Marketing and Communications department.

As Marketing Assistant, you will develop your skills supporting marketing activities for touring productions and films visiting Buxton Opera House and Pavilion Arts Centre. This will include working on all aspects of event promotions from managing production print & assets, on-sale campaigns to post show reporting. You will lead on our print distribution and FOH displays and will support the Marketing & Communications Officer with social media management and website maintenance. Community outreach and audience development support will also feature heavily in the role's responsibilities, as well as assisting with press nights and publicity stunts. The postholder will also look after the marketing of the Pavilion Arts Centre's regular Coffee Concerts, Buxton Buzz Comedy nights and Buxton Cinema Communications, and where appropriate, oversee campaigns for additional Pavilion Arts Centre productions.

Key Working Relationships

The post holder will report to the Marketing Campaign Manager and will also work closely with the Marketing & Communications Officer (Audience Development) and Senior Media and Communications Officer, as well as the Development, Box Office & Programming teams, and external providers and stakeholders such as media owners, the venue website platform, production promoters and local press.

KEY RESPONSIBILITIES

Digital Communications

- Contribute to the venue's social media channels, assisting with content creation and copywriting. Oversee all direct message inboxes, answering customer queries and maintaining venue tone of voice.
- Support the Marketing and Communications Officer in tracking and analysing social media results to improve performance, content and increase engaged followers, as well as identifying relevant key trends.
- Stay abreast of new digital and social marketing techniques, tools and developments, especially through peer networks and training and trialing new and evaluating these new techniques where appropriate.
- Take responsibility for ensuring that all digital communications are consistent with the BOH brand.
- Lead on the creation of the monthly members newsletters and what's on newsletters, sourcing interesting and appropriate stories to keep members and customers up to date and cultivate loyalty.
- Be responsible for maintaining and updating the venue website including adding new shows on sale in line with deadlines, news articles, website banners and company information to ensure maximum opportunity for ticket sales and the building of brand image.
- Contribute to the venue's email marketing and customer relationship management through the writing of clear and effective copy that captures the venue's tone of voice and contributes to strong ticket sales.
- In line with GDPR, build and update customer lists in Spektrix ticketing platform for the purpose of sending customer emails, newsletters and production/audience development reporting.

- Stay up to date with the latest Spektrix platform changes.
- Manage the marketing email inbox, passing on relevant communications and actioning those where appropriate and possible.

Marketing and Communications

- Liaise with promoters to ensure that materials (posters, print, and other venue displays) are ordered, processed and distributed with the correct venue information and to suitable quantities.
- Be responsible for the sourcing and creating of assets and the timely implementation of these across different media channels, liaising with media agencies.
- Work with the Maintenance Manager to keep the print room tidy and organized, arranging recycling collections as needed and keeping on top of remaining print quantities.
- Ensure all print and display materials remain up to date in and around both venues.
- Produce print for our Coffee Concert series, Buxton Buzz Comedy Club series and others as needed.
- Update the print display in the Cavendish Arcade and liaise with volunteers and distribution companies & Libraries regarding the distribution of brochures.
- Liaise with local print distributors including Tourist Information, pubs, accommodation and other bodies.
- Produce and print programmes for Coffee Concerts and NT Live streamed events.
- Provide proof reading support to the Marketing and Communications team.
- Liaise with producers and marketing agencies on the planning and successful delivery of marketing campaigns for the Coffee Concerts, Buxton Buzz Comedy, plus additional Pavilion Arts Centre shows where appropriate in line with projected sales and budget.
- Provide analysis and insight on campaigns to help inform future strategy.
- To cultivate and maintain positive relationships with show producers, promoters & PR agencies, as well as community contacts and networks, contributing to overall venue reputation.
- Assist wider Marketing and Communications team with audience research, in line with Arts Council funding requirements, providing up to date and relevant data where necessary.
- Supporting other departments with internal and external communications where possible.
- Responsible for assisting the team with press nights, publicity stunts and additional coverage.
- Assist in the delivery of campaigns to drive the venue's loyalty scheme and F&B marketing.

General

- Be flexible in work approach to provide support on other projects within the Marketing & Communications team when necessary.
- Support and deputise for the Marketing and Communications Officer when required.
- Act in a manner that enhances the work of the organisation and its overall public image.
- Undertake training and develop skills that will benefit the organization and the postholder's development.
- Contribute to the overall aims of business, taking initiative to establish constructive relationships with other organisations in liaison with your line manager.
- Be an ambassador for BOH and promote BOH company values internally and externally.
- Uphold the principles of, and adhere to, company policy and procedures relating to General Data Protection Regulations and to ensure that all data is dealt with in accordance with current legislation.
- Comply with and uphold the principles of relevant legislation and company policies and procedures.
- Undertake any additional duties as may be required at the discretion of Management.

The postholder will be required to work across the business including, but not limited to: Buxton Opera House, Pavilion Arts Centre and the Trust's offices at No5 The Square. It is a requirement of Buxton Opera House that all staff work in a flexible manner compatible with their jobs and in line with the objectives of the company. The post holder may be required to work weekends and evenings from time-to-time for which time off can be taken in lieu. Please note the job description for this position may be reviewed and amended to incorporate future business needs.

PERSON SPECIFICATION

Essential:

Skills, Experience and Knowledge

- Strong organisational, time management and administrative skills.
- A team player with good interpersonal skills.
- Strong social media understanding and ideally experience in.
- Ability to initiate and be proactive.
- Excellent verbal and written communication skills.
- Proficient in copywriting and proof reading.
- Ability to work independently and as part of a team with key stakeholders and suppliers

Education, Training and Qualifications

- Educated to A level standard or equivalent with good standard English and Maths.

Personal Attributes

- Passion and aptitude for both marketing and communications.
- Enthusiasm for theatre, cinema and the arts.
- Proven ability to work to a high standard with and under your own initiative.
- Able to work in a fast-paced environment and manage multiple projects, prioritising to achieve deadlines.
- Creative and with a keen eye for detail.
- Flexible approach to working, including the ability to work unsociable evening and weekend hours.
- A creative, flexible and positive approach to unexpected challenges and problems.
- Proven ability to be part of a committed and hardworking team in line with the ethics and values of BOH, acting in the best interests of BOH at all times.
- Able to travel widely according to the demands of the post, including to the BOH main offices.

Desirable:

Skills, Experience and Knowledge

- Previous experience of working in marketing for the arts, heritage or cultural/creative industries.
- Experience of working with and briefing artwork designers.
- Experience in working with website platforms and content management systems.
- Understanding current Data Protection and Copyright legislation.
- History of using Adobe creative cloud software, including video editing software.
- Knowledge of Google Analytics and experience analysing data with recommendations.
- Knowledge and experience in the use of Spektrix and audience profiling.
- Experience using Social media management software tools.

SUMMARY OF TERMS

Contract	Full time, permanent (37.5 hours per week)
Location	Buxton
Salary	£23,000 per annum
Probation period	6 months
Pension	Auto enrolment
Holidays	25 days plus 8 days bank holiday per annum
