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**MARKETING & COMMUNICATIONS ASSISTANT**

**RECRUITMENT PACK**

Thank you for your interest in the post of **Marketing & Communications Assistant**

You will find enclosed the following information:

* Application pack;
* Application form and equal opportunities monitoring form;
* Current season brochure.

Please send the completed application form by email to: recruitment@coliseum.org.uk

Or by post to: Recruitment

Oldham Coliseum Theatre

Fairbottom Street

Oldham, OL1 3SW

**The closing date is: 10am, Monday 7 June 2021**

**Interviews will be held: w/c 14 June 2021**

**Please note: We don’t accept CVs. Only applications made on the Coliseum application form will be considered for this role.**

Oldham Coliseum Theatre is an equal opportunities employer, dedicated to providing an inclusive and accessible experience for everyone who engages with the theatre. We are Disability Confident Committed. We encourage applications from people of all backgrounds in order to reflect the diversity of our work and communities. All appointments will be made on merit.

If you would like to discuss any of this information, request a printed version, large print or dyslexia friendly application pack, please don’t hesitate to get in touch on: 0161 624 1731 or [recruitment@coliseum.org.uk](mailto:recruitment@coliseum.org.uk)

Best wishes,

**Laura Rodwell**

**Head of Marketing**

# Context

Oldham Coliseum Theatre is the cultural focus of our community, providing a diverse and exciting programme for everyone through the main theatre, studio and the integral learning and engagement programme. The theatre is one of Arts Council England’s National Portfolio Organisations.

**Productions**

Our goal is to produce high-class theatre that is made in Oldham for and with the people of Oldham, ensuring that the Coliseum is a focus for the cultural life of the town and that the organisation is embedded in its community.

We produce a rich mix of dramas, comedies, musicals, adaptations and modern classics, as well as a hugely popular traditional pantomime. We have a commitment to developing new plays and supporting emerging and established playwrights. The Company has developed its contribution to the national touring circuit as well as making theatre from around the country available to the North West.

The programme features a range of visiting work both on the main stage and in the studio, providing our audiences with everything from new work in its early stages to nationally-renowned productions.

In addition to the main auditorium, the Coliseum has a small studio theatre. The studio programme features a variety of new writing, visiting companies, rehearsed readings and small scale youth theatre productions and is rapidly becoming a recognised destination for emerging artists.

## Learning and Engagement

The Coliseum’s programme of Learning and Engagement activity reaches across Oldham and beyond. Young and older people alike are encouraged to embark on artistic journeys, developing and sharing creative skills.

Participatory work at the Coliseum is central to the strategy of the company. All members of staff contribute to its delivery and it is an essential tool to promote involvement in the arts within an area of traditionally low engagement. It contributes

to the position and reputation of the Coliseum and is a valuable tool for promoting audience development.

**MARKETING & COMMUNICATIONS ASSISTANT**

**Responsible to:** Head of Marketing & Communications

**Responsible for:** N/A

**Place of work:** Oldham Coliseum Theatre and other venues as required

**Pension:** You will be auto-enrolled into a workplace pension scheme operated by NOW Pensions at the statutory level (these contributions are postponed during the probationary period but there is an option for you to “opt in” at this stage if you chose to do so). Alternatively on completion of your probationary period you will be entitled to become a member of the contributory group stakeholder pension scheme. Full details regarding both schemes are available from the Head of Finance.

**Holidays:** 20 days (pro rata) per year rising to 22 (pro rata) after three years’ service and 25 (pro rata) after five years of service plus public holidays.

**Benefits:** Pension, discounted healthcare, travel loans,

complimentary tickets, plus more.

**Hours of work:** An average of 39 hours per week to be worked flexibly (including evenings and weekend).

Due to the nature of the post some evening and weekend work will be required. To compensate for this the Coliseum operates flexible working and time off in lieu.

**Salary:**  £18,815

**Notice period:** The post will have a three month probationary period. After the probationary period the post is subject to one month’s notice on either side.

**JOB DESCRIPTION: MARKETING & COMMUNICATIONS ASSISTANT**

## Core purpose

To actively support the delivery of the vision, mission, goals and values set out in the Coliseum business plan.

To support the development and implementation of marketing and communications campaigns to achieve sales targets and increase profile, audience growth, engagement and loyalty.

## Main Duties and Responsibilities

**Strategy & Planning**

* Contribute to the implementation of the Communications, Audience Development and Digital strategies
* Support the development of marketing and communications campaigns, identifying target audiences and agreeing marketing tools within time-scales and budgets
* Help to raise the profile of the Coliseum and all its activities

**Marketing & Campaigns**

* Support the Marketing & Communications Campaigns Manager to create and plan effective campaigns ensuring they are executed on time and on budget
* With the support of the Marketing & Communications Campaigns Manager, undertake all aspects of campaign activity across all marketing channels
* Support the delivery of direct marketing, particularly direct mail and email marketing
* Monitor and maintain the Coliseum’s website, ensuring the highest level of accuracy, accessibility and customer experience
* Commission marketing resources and creating digital content for Coliseum shows
* Undertake in-house graphic design work using Adobe packages
* Maintain Front of House displays and information
* Oversee all external print distribution, ensuring the Coliseum is represented as widely as possible
* Collate marketing assets for touring productions and ensure these assets are disseminated across the Coliseum’s channels

## Public and Media Relations

* Write and issue press releases to target media and act as a point of contact for press enquiries
* Be responsible for the collection, distribution and management of press cuttings
* Manage listings across print and digital media outlets

**Insight & Research**

* Use the Coliseum’s Box Office system to execute marketing campaigns, report on sales, campaigns and audience information
* Assess the Coliseum’s website performance using Google Analytics
* Support research into audience behaviour as instructed by Senior Managers and Executives

**Audience Development**

* Contribute to strategies and programmes to broaden the range of attenders and participants at Oldham Coliseum Theatre
* Ensure marketing and communications are clear, inclusive and targeted at a range of communities
* Actively pursue greater ethnic, class and gender diversity across all Coliseum activities
* Support the development of the widest possible audience for the Coliseum’s work, particularly amongst those people living in Oldham and champion a commitment to accessibility

**Communications**

* Ensure the Coliseum’s brand is represented appropriately across all communications
* Work inter-departmentally to promote the activities of each department
* Support the fundraising function of the Coliseum, working with the Development Manager to develop communications and promotional assets
* Be responsible for creating persuasive copy for a variety of marketing materials
* Support the production of show programmes
* Contribute to the writing of the Coliseum’s monthly newsletter and blog
* Develop, maintain and monitor the Coliseum’s social media accounts

**General**

* Contribute to the management of key external partnerships and relationships
* Maintain the department’s administrative systems
* Advocate for and represent the Coliseum both in and out of the building in an informed and articulate manner
* Develop and maintain a thorough understanding of the Coliseum’s programme;
* Maintain the confidentiality of all affairs of the Company that should properly remain confidential
* Promote and comply with all the Coliseum’s policies including, but not limited to equal opportunities, safeguarding, health and safety, environmental and customer care
* Work in a spirit of co-operation with all other Coliseum departments providing support, advice and delivering appropriate marketing and communications solutions
* Maintain the Coliseum’s archive
* Undertake shifts on Box Office when required
* Work creatively with the resources available to achieve marketing and communications plans and to maximise all promotional opportunities for the Coliseum
* Undertake any other duties as are reasonably requested by the theatre management.

**PERSON SPECIFICATION: MARKETING & COMMUNICATIONS ASSISTANT**

## Essential:

* Knowledge of and interest in theatre and the arts
* At least six months’ experience working in either marketing / press or an arts / cultural role
* Excellent organisational skills, including the ability to prioritise a large workload
* Strong IT skills
* Ability to write effective copy for a range of audiences, and ability to proof read
* Effective written and verbal communication skills
* A commitment to equality, diversity and accessibility
* Ability to work well under pressure, and able to adapt to shifting sales priorities
* The willingness to work some evenings and weekends when required

## Desirable:

* Educated to degree level or equivalent in a relevant field
* Knowledge of the local area and regional theatre scene
* Previous experience working in theatre or other performing arts organization
* Experience of working with CRM and Box Office systems
* Experience running marketing and / or press campaigns
* Experience of using Adobe design packages
* Experience working with digital marketing, managing websites and social media