



Theatre Royal Stratford East
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Artistic Director Nadia Fall
Executive Director Eleanor Lang

12 February 2021

Dear Applicant,

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

This pack includes information on Theatre Royal Stratford East, the job description, person specification and details on how to apply. Please read all the information carefully before starting your application. Only relevant information will be considered when shortlisting applicants for interview. You may find it helpful to look at the Stratford East website www.stratfordeast.com for general information on the theatre's policies, current programme and past history.

To apply for the post, please:

- Complete an application form in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification
- Return the application form and equal opportunities monitoring form by email to recruitment@stratfordeast.com
- Do not submit CVs, as these are not accepted.

The deadline for receipt of completed applications is **12 noon on Monday 08 March 2021**

It is intended that initial interviews will take place on **15 March 2021** and second round interviews on **18 March 2021**.

We look forward to receiving your application and thank you for your interest in Theatre Royal Stratford East.

With best wishes,

Eleanor Lang
Executive Director

TRSE is committed to a policy of equal opportunities embracing diversity in all areas of activity and positively welcomes applications from disabled people and people of all ethnicities.

Theatre Royal Stratford East

Stratford East makes theatre both for, and inspired by, our community in Newham, East London. We continue the political and revolutionary ethos of our founder Joan Littlewood as a leading London theatre and civic hub for East London. We are driven by our art, inclusive and bold. We tell stories that provoke discourse about the world we live in and our place within it.

Stratford East is a producing theatre, built in 1884, in the heart of East London, situated a short walk from Stratford station. We have a proud history and an exciting future. We represent our culturally and socially diverse community in the work we make, the people we employ and our audiences and participants. We tell stories that are current, political and representative of London.

From 1953 – 1979 the theatre was the home of Joan Littlewood's legendary Theatre Workshop Company. The Company received international recognition with their acclaimed productions such as *Oh, What a Lovely War!* and *A Taste of Honey*. Many leading actors, writers and directors have been part of the Theatre Royal Stratford East family including Meera Syal, Barbara Windsor, Don Warrington, Sheila Hancock, Indhu Rubasingham, Tanika Gupta, Roy Williams and Cynthia Erivo.

Under Nadia Fall's Artistic direction, we present a bold programme of reimagined classics, timely revivals and ground-breaking new work. Nadia's first season included a revival of *Equus*, which received seven 5 star reviews and a West End transfer, Sir Lenny Henry starred in a critically acclaimed and powerful rendition of August Wilson's *King Hedley II*, and we engaged over 300 young people in a large scale production of Benjamin Britten's *Noyes Fludde* in collaboration with English National Opera.

Alongside our work on stage, we run a Learning and Participation offer that is accessible and inclusive to all, with the aim to develop creative talent for people of every age. We run a range of programmes to create a lasting impact for our local community which aims to:

- provide routes into the industry, across all theatre departments, with a particular focus on diversifying those coming into the workplace, ensuring the theatre workplace of the future is a diverse and skilled one; and
- provide opportunities to people of all ages to develop their creative talents and engage with the work of the theatre, ensuring that there is a creative outlet to the widest possible constituency.

Our Mission

- We produce work of the highest artistic quality that is:
 - Popular: Theatre of the highest quality that seeks to move and entertain everyone
 - Political: Work that provokes discourse about the world we live in and our place within it
 - Inclusive: Stories that are representative of our East London home and speaks to a wider London audience and which strive for an expansive and imaginative portrayal of its diverse communities
- We ensure diversity and inclusion is central to everything we do
- We are investing in our Grade 2 listed building
- We work to be environmentally sustainable
- We nurture and develop our staff
- We create and champion opportunities for a diverse range of artists

- We develop an emerging generation of talent
- We present a year-round participation programme for people of all ages
- We engage with local partners and people in Newham and the East London area

Governance and Finances

Theatre Royal Stratford East is a registered charity (Charity Name: Pioneer Theatres Ltd) and a company limited by guarantee. Stratford East Trading Limited is a subsidiary of the charity and operates the bar and catering provision. We are overseen by a non-executive Board of Directors chaired by Dame Margaret Hodge MP. The Board delegate day-to-day management of the theatre to its Executive Team: Nadia Fall (Artistic Director and CEO) and Eleanor Lang (Executive Director).

We have an annual turnover of approximately £3.5m and our work is funded through four main sources: grant income from Arts Council England and the London Borough of Newham; box office income; fundraising income from trusts, businesses and individuals; and other earned income which includes commercial hires, catering and front of house sales.

COVID-19

As with many in the theatre industry, our doors are currently closed due to the ongoing Coronavirus pandemic. We closed our doors on 16 March to the public, and since 20 March staff have been working from home. At this time, we are carrying out a reduced programme online. We are looking at when we might get back into our building, and when we might be able to start making live work again in the building, working within government guidelines. However, we anticipate that it will be a long time before all staff are back in the building together and before we can make work in a non-socially distanced way.

This job description is written with our current plans in mind, however, in light of the current rapidly changing and unpredictable situation it is possible that priorities might change.

JOB DESCRIPTION

Job Title: Marketing Assistant

Reporting to: Marketing Officer

Working with: Marketing and box office teams, external PR agency and freelancers, Operations Manager

Department Information

The Marketing department is a team of three, led by the Head of Marketing & Sales. The Marketing Officer post is full time.

Main purpose of the Role

The main purpose of the role is to support the marketing department in devising and delivering campaigns to fulfill TRSE's marketing and audience development strategies for our shows, our bar and kitchen, theatre hires and work by other departments.

This role works with all departments at TRSE and with external parties such as PR agents and graphic designers. At busy times they will support the box office team by covering lunch breaks and answering correspondence over phone, email and live chat.

Principal duties and responsibilities

General

- Assist the marketing team with research and campaign planning
- Liaise with external agencies e.g. printers, designers, distributors, etc.
- Administration
- Ad hoc support with organising photo and video shoots; transport and accommodation; printing, filing, postage, etc.
- Reconciling marketing department credit card and raising purchase orders
- Writing notes for and attending the weekly ops meeting

Shows

- Keeping track of merchandise inventory records
- Oversee updating of listings sites for all shows, and for bar events
- Supply the archive department with print samples
- Assist with our press strategy (oversee clippings and photo libraries; maintain press noticeboard; assist agency with press nights and interviews; fulfill request forms)
- Research and build relationships with local businesses and community groups to promote shows
- Maintain digital and printed front of house displays (and stock room)
- Oversee the installation and removal of front of house and Stratford Centre signage

Digital

- Regularly update and audit the TRSE website and e-signature
- Contribute to social media and email planning, including reciprocal marketing activity
- Promote access performances by creating Facebook events and doing online listings
- Ad hoc Spektrix maintenance (setting up, logging and deactivating promo codes; setting up digital and printed mailings; cleaning the database)

Bar and kitchen

- Update bar and kitchen web page and events pages on the TRSE website
- Oversee bar and kitchen point of sale (menus, posters, flyers, table talkers)
- Research and connect with local businesses to promote the bar and kitchen

Other

- Participate in meetings and perform other duties as required, commensurate with the status and purpose of the post
- Support and advocate for TRSE, its mission, aims and activity
- Foster and directly contribute to an environment that encourages and enables the progression of new theatre artists, practitioners and other personnel from across the TRSE's communities

PERSON SPECIFICATION

Essential

- Good written and verbal communication skills
- Excellent prioritisation, organisation and time management skills.
- Great attention to detail

- Excellent IT Skills
- Ability to work as part of a team
- Interest in the arts and the work of Theatre Royal Stratford East
- Ability to work flexibly
- Commitment to equal opportunities and access to the arts for all

Desirable

- Experience using ticketing systems (Spektrix in particular)
- Experience of using a website content management system
- Experience creating emails with mass-mail software
- Social media skills
- Proficiency with Adobe Creative Suite
- Experience managing, and writing for, a blog
- Customer service experience

INFORMATION

TRSE is committed to a policy of equal opportunities embracing diversity in all areas of activity and positively welcomes applications from disabled people and people of all ethnicities.

Contract type: Part-time and 6-month fixed term

Salary: £9,068 per annum (based on a full-time annual salary of £22,672)

Hours of Work: 16 hours per week, with occasional evening/weekend work required for which an informal TOIL system is in operation. Days worked to be mutually agreed

Holidays: 22 days per annum plus bank holidays pro rata.

Probation: 2 months

Pension: Up to 5% matched pension contribution after qualifying period

Other benefits: Season ticket loans, Cycle to Work Scheme, complimentary theatre tickets, staff catering discounts

Notice Period: 2 months