



MARKETING ADMINISTRATOR RECRUITMENT PACK



OVERVIEW

Reports to:	Marketing and Communications Manager
Line Manager for:	N/A
Holiday:	26 days per annum
Salary:	£22,500 per annum
Hours:	This is a, full time post of 35 hours per week. Regular hours will be 10am-6pm Monday-Friday but the nature of the job may require the postholder to work in excess of these hours and on non-standard work days from time to time. Overtime is not paid but time off in lieu will be given.
Fixed term contract:	12 months (initially)

About Little Angel Theatre

Little Angel Theatre is a home for puppetry. Since its doors first opened in 1961 the theatre has been dedicated to creating and sharing inspiring stories. Puppetry is at the heart of this innovative theatre, from igniting the imaginations of the youngest minds to equipping tomorrow's puppeteers with the tools they need to succeed. As well as an internationally recognised theatre with productions touring throughout the UK and across the globe, Little Angel Theatre also has its roots in Islington, and works with its local, diverse community to break down barriers to arts engagement so all can benefit and enjoy this remarkable art form.

"Little Angel is nothing less than an icon of north London childhood." Time Out, 2016



CORE DUTIES

The Role

The Marketing Administrator is a key member of LAT's marketing team, responsible for supporting the delivery of LAT's marketing, press and customer experience strategies. They will support the Marketing Manager to deliver box office targets, maximise audience attendance and to deliver the marketing campaigns for LAT's productions.

In addition, the Marketing Administrator will support the Touring Manager in administering and promoting LAT's touring programme.

Print

- Proof read the six-monthly season brochure and all other LAT branded print, including flyers and posters.
- Support print distribution and display both at LAT and within the local community including posters, flyers and brochures.
- Liaise with visiting companies to receive and display their marketing collateral.
- Support on the design of basic print such as flyers and posters in house.

Social Media

- Support the implementation of LAT's social media strategy across Twitter, Facebook, Instagram and YouTube. Design creative and innovative content to engage audiences across these platforms.
- Maintain a Social Media calendar, collating information from departments across the organisation and ensuring all activity is given fair and appropriate coverage.
- Edit and resize images for Social Media using Photoshop and Canva.
- Edit, upload and subtitle video content produced in-house.

Digital

- Edit the website using WordPress, ensuring all content is kept up-to-date.
- Create an engaging and well-written regular e-newsletter, using Spektrix to identify focused audience segments.
- Update the e-newsletter schedule, liaising with other departments for content.
- List Little Angel activities on external sites and apps, and ensure these listings are up to date and accurate.
- Identify opportunities for new listing opportunities on theatre, puppetry and family focussed websites and apps.

- Lead on the development of content developed in-house, such as our Watch, Make, Share and People Behind the Puppets video series.
- Support the Marketing Manager on the transition to our new website, expected to launch in Autumn 2021. This will include writing and proofing new copy, testing web pages and sourcing images.

Sales

- Assist the Marketing Manager and Box Office and Data Manager in putting new shows, courses and classes on sale and promoting them to audiences.
- Keep track of sales targets and identify opportunities to drive sales when needed.

Press

- Work with the Marketing Manager and an external PR agency on the organisation of press performances.
- Work collaboratively with the wider team to identify press opportunities and create well-written press releases.
- Monitor our online and offline media coverage.
- Maintain the press and advertising archive.
- Assist at photo and video calls and select images to be used for marketing and press purposes.
- Maintain and coordinate the image archive.

Audience Development

- Undertake relevant research into audiences using Google Analytics, social media analytics and e-newsletter statistics to evaluate the effectiveness of campaigns and inform audience development strategy.
- Develop and maintain relevant databases on potential audiences, especially schools and local community groups.

Touring

- Assist the Touring Manager with the tour booking process.
- Research touring venues and maintain a schools and venue database.
- Organise the design and distribution of all touring print.
- Create marketing packs for tours and provide venues with marketing support.
- Assist with touring administration such as researching and booking accommodation and travel; filing booking forms and other paperwork; collating venue feedback and audience data.

Administration

- Undertake marketing administration such as filing paperwork and photo consent forms, organising mailouts and updating the press list.
- Provide administrative support across the organisation, including minute-taking and sending weekly internal staff update emails.
- Respond to general enquiries by phone, email and post, including managing the info@littleangeltheatre.com account.

Other

- Provide marketing support to visiting companies and other departments internally such as Creative Learning and Development.
- Represent the company as and when required at performances, workshops, and other networking events.
- Adhere to Little Angel Theatre's policies and procedures relating to Safeguarding, Health & Safety and Equal Opportunities.
- Adhere to procedures relating to the proper use and care of equipment and materials for which the role has responsibility.
- Any other duties or projects as required by the Marketing Manager.

PERSON SPECIFICATION

The appropriate candidate will possess the following traits and skills:

Essential

- Experience of website editing, ideally using WordPress
- Experience using social media; Twitter, Facebook, Instagram and YouTube
- Strong administrative skills
- Excellent copy-writing and proof reading skills
- Time management skills and the ability to manage a busy schedule
- Confident in using Microsoft Office, especially Word and Excel

Desirable

- Experience of video platforms such as YouTube and Vimeo
- Experience using Adobe Creative Suite or online design software such as Canva
- Video editing and photography skills
- Knowledge of box office systems, ideally Spektrix
- Interest in theatre/puppetry or related artform
- Experience working in a family-friendly theatre or arts venue

APPLICATIONS

The deadline for applications is **Monday 2 August at 10am**. To apply please complete the attached application form and Equal Opportunities Monitoring Form and return to recruitment@littleangeltheatre.com.

Please quote reference MA21 in the email subject line.



For more information about the company please see www.littleangeltheatre.com

Little Angel Theatre is an Equal Opportunities and accredited London Living Wage employer.