

Job Summary

YOUNG VIC YOUNG ASSOCIATE – PRESS, MARKETING AND AUDIENCES

The Young Associate – Press, Marketing and Audiences will work in close collaboration with the Press, Marketing and Audiences team. The Young Associate will be line managed by the Head of Press and Communications.

Responsible to: Head of Press and Communications

Salary: £14,428 for 9 months (£19,237 pro rata)

Hours: 10am – 6pm weekdays, four days a week, Monday – Thursday with the possibility of flexibility in working days. Some weekend and evening work will be required.

Key objectives: Develop skills in press, marketing and communications and deliver work as required for Young Vic productions.
Assist the busy Press, Marketing and Audiences team across all areas of their work.

Job Description

YOUNG VIC YOUNG ASSOCIATE – PRESS, MARKETING AND AUDIENCES

Roles and Responsibilities:

- Work closely with the Press, Marketing and Audiences team to train in the work of the department.
- Work with the Head of Press and Communications to plan press campaigns including assisting with media requests, setting up interviews, and researching press ideas to promote shows and events happening at the Young Vic.
- Assist with maintaining press cuttings (broadcast, print, review, features).
- Assist with the planning and RSVP process for press nights and represent the Young Vic at press events.
- Support the scheduling of the SOLT (Society of London Theatre) press night diary and alerting relevant parties about potential clashes.
- Conduct research into press opportunities for all aspects of productions and events, including creative teams, actors, writers, show content and themes.
- Communicate with internal and external stakeholders and members of the media and the general public in a professional, efficient and informative manner.
- Contribute to the planning of marketing and social media campaigns, including scheduling of social media posts and copywriting.

- Attend mentoring meetings.
- Attend departmental and update meetings.
- Any other work needed to support the work of the Young Vic.

General

- Attend mentoring meetings.
- Attend departmental and update meetings.
- Any other work needed to support the work of the Young Vic.
- To uphold and embody the Young Vic's company policies, including but not limited to our Equality, Diversity and Inclusion policy, Dignity at Work policy and Health and Safety policy.
- To actively participate in our company wide Anti-Racism work.
- To participate in a bespoke programme of Continued Professional Development (CPD).
- To collaborate with other Young Associates across the organisation.

Person Specification

YOUNG VIC YOUNG ASSOCIATE – PRESS, MARKETING AND AUDIENCES

Programme Criteria

- All applicants must be aged between 18 - 25.
- You must live in Southwark or Lambeth.
- You must have the right to live and work in the UK.
- You must be able to commit to the programme from September 2021 – May 2022 for four days a week.
- You must hold a current DBS certificate, or be willing to obtain one.
- You must hold a current passport or be willing to obtain one.

Skills required:

- Excellent communication skills and a supportive team member
- Some experience with Microsoft Office, especially Outlook, Excel and Word
- Good attention to detail
- Competent in updating social media and a sound knowledge of and an active interest in the social media landscape, including Twitter, Instagram, Facebook, YouTube and TikTok
- Able to work on your own initiative
- Reliable and discreet with confidential information
- Able to work under pressure on occasion
- A desire and willingness to learn

- An interest in theatre and the arts, or media and social media including new and emerging channels and influencers