

Job Summary

MARKETING & COMMUNICATIONS ASSISTANT

Responsible to:	Marketing Manager
Term:	Permanent
Salary:	£24,553 per annum
Hours:	35 hours per week (generally 10am to 6pm Monday to Friday) Occasional evening and weekend work will be required. No overtime or TOIL is offered.
Benefits include:	Contributory Pension Scheme; Season Ticket Loan Scheme; Training and development opportunities.
Holiday:	25 days per annum, rising by 1 day for every full financial year worked to a maximum of 30 days
Notice period:	2 months
Probation period:	3 months

Key Objectives

- To provide efficient and effective support to the Marketing and Press Department.
- To prepare and execute marketing campaigns for and alongside the Marketing Manager.
- To provide administrative support to the Head of Press.

Job Description

MARKETING & COMMUNICATIONS ASSISTANT

Main responsibilities

To assist the Marketing Manager and Head of Press in the delivery of marketing and press campaigns, to include but not be limited to:

- Maximising the sales potential of all the Young Vic's online channels, including updating social media channels, website and the creation of marketing emails via our mail-out service WordFly and blog posts.
- Working on the design, print and distribution of marketing materials such as posters and flyers.
- Assisting the Marketing Manager with research and arranging reciprocal marketing for show campaigns.
- The organisation and promotion of competitions and offers.
- Overseeing Front of House presence including production and installation of banners, posters and flyers.
- Assisting with the development and promotion of digital content including trailers and photo shoots.

Marketing Administration

To provide administrative support for the Marketing team to include but not be limited to:

- Ensuring effective administration and day-to-day operation of the marketing department, including processing invoices, keeping show files up to date and archiving.
- Co-ordinating and supporting the marketing of accessible performances in line with the Young Vic's access policy.
- Help maintaining and updating the Young Vic website.
- Being responsible for keeping the marketing print store in order.
- Help proofread all marketing material.
- Provide administrative support to the team as required including scheduling meetings, drafting letters, filing, photocopying and taking messages.

Press Administration

To provide administrative support for the Press Office to include but not be limited to:

- Support the Head of Press in relation to booking in press tickets on our ticketing database for our main house and studio shows.



- Help the Head of Press in the build-up to and on press nights, primarily assisting on the press desk.
- Assist the Head of Press with production photography, photo-calls and related approval processes.
- Occasionally supporting in communications to the media; sending imagery to press or taking messages for the Head of Press.

General

- Lead on the Young Associate scheme alongside the Marketing Manager.
- To work closely with other departments within the company including Development and Taking Part in relation to all marketing matters.
- Be familiar with and personally responsible for acting within the policies of the organisation including Equal Opportunities, Dignity at work and Data Protection.
- To represent Marketing & Press Department on relevant staff panels.
- To be an active and supportive member of the Young Vic staff.
- To provide highest level of customer and audience care and service at all times whilst a member of the Young Vic Staff team.
- Any other reasonable duties required to assist the Marketing Manager and Head of Press.

Person Specification

MARKETING & COMMUNICATIONS ASSISTANT

Essential

- Proven experience in a marketing role or at an agency.
- Proven administrative and organisational skills in an office environment.
- Computer literacy on Microsoft office applications.
- High degree of accuracy and attention to detail.
- The ability to communicate clearly in person, both one-to-one and in groups.
- The ability to communicate clearly in writing.
- A supportive team member.
- Flexibility and reliability.
- Understanding of and commitment to promoting access performances.

Desirable

- HTML and content management system experience.
- An interest in design, especially in working with Photoshop & InDesign – we are happy to train the right person in these programmes.
- Experience using a ticketing / CRM database.