

## Press & Marketing Assistant

### About Rose Theatre Kingston

Founded by Sir Peter Hall, and modelled on the original Elizabethan Rose Theatre on London's Bankside, Rose Theatre Kingston is the largest producing theatre in South West London. Now in its 10<sup>th</sup> anniversary, the Rose has collaborated with a range of leading directors, playwrights and producing partners to create vibrant, engaging and inspiring productions. Recent works include the world premiere and first stage adaptation of Elena Ferrante's *My Brilliant Friend*, directed by Melly Still, starring Niamh Cusack and Catherine McCormack; Zach Helm's *Good Canary*, directed by John Malkovich, John Barton and Peter Hall's Shakespeare adaptation *The Wars of the Roses* directed by Trevor Nunn.

With over 150,000 visitors a year, the Rose enjoys artistic and critical acclaim from its own productions and co-productions as well as from hosting the work of renowned theatre companies including Royal Shakespeare Company, Shakespeare's Globe, Liverpool Everyman and Playhouse, and Theatre Royal Bath. An artistic hub for the region, the Rose's education and community programmes ensure the Theatre is for everyone.

<b>Reporting to:</b>	Head of Press & Marketing
<b>Salary range:</b>	£18,000 – £20,000 pa, depending on experience
<b>Hours:</b>	40 hours per week, Monday-Friday. Additional hours, including at evenings and weekends, may be required in order to fulfil the requirements of the post; overtime is not paid
<b>Holiday:</b>	25 days pa plus Bank Holidays
<b>Notice period:</b>	One month, after a probationary period of six months
<b>Purpose of post:</b>	To assist the marketing & communications team with the delivery of the Rose's marketing and media strategy in order to maximize box office sales, increase media coverage and enhance the venue's profile
<b>Benefits:</b>	Complimentary show tickets (subject to availability) 25% off food and drink at the Rose Café NOW Pension Scheme Ride to Work Scheme Season Ticket Loan

### Key Responsibilities:

#### Marketing

- To assist with all elements of marketing activity including, but not limited to direct mail, print distribution, emails and promotions.
- To assist with the production and proofing of all marketing communications, including season brochures, show programmes and leaflets.
- To organise the delivery of all print to the Rose and liaise with Box Office and FOH to ensure marketing materials are appropriately displayed within the Rose.
- To liaise with external promoters, artists and arts organisations to gain access to all relevant materials and/or negotiate co-promotional opportunities where appropriate.
- To provide reports on campaign performance using the Box Office system and a variety of reporting software packages.
- To set up and manage all competitions and charity requests.
- To set up, co-ordinate and deliver a range of community and promotional events.

## **Press**

- To assist with the delivery of communications strategies in order to maximize media coverage and enhance the Rose profile.
- To implement regional and local media plans to promote a wide range of activities and events including Rose productions, visiting shows, community projects and fundraising events.
- To support the Head of Press & Marketing and the external PR agency with the delivery of national campaigns and the Rose's overarching press strategy.
- To create and distribute press releases, media packs, press bulletins and other comms assets.
- To assist with press events, including press nights, photo calls, interviews, exhibitions, and more.
- To proactively work with internal departments, including Rose Café, Development, Learning & Participation, to develop stories, and offer advice on how to achieve successful media coverage.
- To be responsible for keeping the media contacts database up to date, handling media enquiries, updating web listings and other day-to-day administrative duties.
- To monitor and report on the effectiveness of all press activity.

## **Digital/social media**

- To assist the Digital Media Officer sourcing and distributing relevant audio and visual materials and upload content onto the CMS system (including copy, images, and audiovisual content).
- To assist with compiling and distributing creative and engaging content in order to drive engagement through a range of media platforms.
- To update the marketing and media schedule and report on the effectiveness of campaign activity.

## **Other duties**

- To maintain departmental systems, filing and archives as required.
- To attend run-throughs, rehearsals, other events and meetings as and when required.
- To undertake any additional duties as may be reasonably required.

*Please note this job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating the main areas of activity and may be amended over time as the role develops and/or priorities and requirements change.*

## **Experience/ Skills**

- Passionate about theatre and the arts, with at least one year's experience in arts marketing, ideally delivering marketing as well as press/media campaigns in an arts venue.
- Excellent oral and written communication skills.
- Able to work to tight deadlines and to manage a busy and varied workload.
- Excellent organizational skills and meticulous attention to detail.
- Able to work on own initiative as well as part of a dynamic team.
- Good computer skills and understanding of social media and e-marketing tools.
- Strong interpersonal skills, combined with enthusiasm and energy.