

**Job Title: Marketing Assistant****Terms:**

The role is for 3 consecutive days per week.

**Role Title:** Marketing Assistant

**Reporting to:** Marketing Manager

**Salary:** £11.05 per hour

**About Omnibus Theatre**

Omnibus Theatre is a multi-award-winning independent theatre in Clapham, South London. Finalist in the Fringe Theatre of the Year 2019 The Stage Awards, Off-West End Award winner 2018 and 2020, and recipient of the Peter Brook/Royal Court Theatre Support Award in 2016. The heart of the organisation's ambitious programme lies in classics re-imagined, modern revivals and new writing. Omnibus Theatre also provides a platform for LGBTQ+ work and aims to give voice to the under-represented and challenge perceptions. Since opening in 2013 notable in-house productions include Woyzeck (2013), Macbeth (2014), Colour (2015), Mule (2016), Spring Offensive (2017), Zeraffa Giraffa (2017), Queens of Sheba (2019), The Little Prince (2019), RICE! (2021), The Human Connection (2021), The Girl Who Was Very Good At Lying (2021), FIJI (2022), SAD (2022) and DRUM (2022).

Omnibus Theatre is led by Artistic Director Marie McCarthy. Patrons include Dame Judi Dench, Sir Lord Michael Cashman, and Maggi Hambling.

**The Building:**

Our spaces consist of:

- The Theatre - a flexible space with the ability to be adapted into a variety of flexible configurations (capacity 90-110)
- The Common Room - a medium sized ground floor room which can be used for meetings, rehearsals, seminars and as an informal performance area (capacity 70)
- The Studio Upstairs– a flexible space with the ability to be adapted into a variety of flexible configurations, rehearsals, concerts and performances. (Capacity 80)

Our spaces cater to a variety of companies ranging from theatre, production companies, local organisations and businesses, residents and families wanting a one-off event or regular/return hires. The café and Bar are open to the public from Fridays – Sundays during the day and evenings to support all programmed events within the building.

**General**

This job description is a guide to the nature of the work required of the **Marketing Assistant** and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.

## **Purpose**

As a key member of the Marketing Department, the Marketing Assistant will support all Omnibus Theatre's activity across a range of marketing areas from on-site publicity to digital marketing.

For the main part this role assists the Marketing Manager in achieving box office targets, implementing audience development strategy, and supporting the theatre's wide range of activity.

## **PRIMARY RESPONSIBILITIES**

Including, but not limited to:

### ON SITE AND LOCAL

Assisting the team to:

- Ensure all poster frames, chalk boards and flyer racks are kept organised and up to date with upcoming shows on a weekly basis.
- Work with the Front of House Manager and Café Bar Manager to ensure all marketing displays and surfaces in the venue are neat and well-stocked with relevant promotional materials.
- Work with the Front of House Manager to co-ordinate the delivery and storage of marketing materials such as posters & flyers.
- Ensure digital displays are kept up to date, turned on and in working order.
- Implement the Marketing Manager's distribution plan for all promotional materials such as flyers, brochures, and posters
- Work with the Front of House Manager to ensure all on-site promotional signage is in on brand and in place each day.
- Be proactive in spotting opportunities to make the venue as welcoming as possible for all artists and audience members.

### CONTENT CREATION AND DIGITAL

- Collate, edit, proof, and write copy for a variety of platforms and printed materials.
- Create social media content in-line with campaign briefs on Twitter, Facebook, Instagram and TikTok.
- Post events on online listing sites.
- Generate e-newsletters and other communications via MailChimp.
- Update the Omnibus Theatre website through Wordpress.
- Create briefs and write Q&As for performers and creatives for Omnibus Theatre's blog platform.
- Assist the Marketing Manager in recording video content including trailers, talking head interviews and vox pops.
- Caption an array of video content in an accurate and timely manner.

- Actively seek opportunities to capture video and photographic content for the theatre's social media channels.

## ARTIST LIAISON

- Work closely with the Marketing Manager to ensure all artists and companies in our Artistic Programme are supported by the marketing team.
- Contact artists in a professional and friendly manner when required to request marketing materials, arrange deliveries, or offer support.

## GENERAL

- Maintain departmental databases.
- Maintain departmental reporting, present insights on a semi-regular basis.
- Attend and contribute to meetings to generate ideas for marketing campaigns.
- Undertake research as required for campaigns, audience development and other projects.
- Uphold Omnibus Theatre's brand guidelines and house style in all work

## ORGANISATION

- Follow Omnibus Theatre's policies and procedures.
- Undertake any other marketing and administration tasks as required.
- Attend community and industry events as a representative of Omnibus Theatre.
- Take an active interest in Omnibus Theatre's artistic events.

## **PERSON SPECIFICATION**

### ESSENTIAL

- An enthusiasm for the arts, especially theatre
- At least 6 months experience in arts administration or arts marketing, including internships and placements
- Excellent written and verbal communication skills with excellent attention to detail
- Strong IT skills, familiarity with Microsoft Office
- An eye for design and composition of printed publicity and digital marketing
- A commitment to professional development
- Experience creating and posting original content on social media (Twitter, Facebook, Instagram)
- Well organised with excellent time management skills
- A friendly, polite and approachable manner with experience interacting with artists and audience members

- The ability to work under pressure and to deadlines

## DESIRABLE

- Experience with the Adobe Creative Suite (especially Photoshop, InDesign and Premiere)
- Experience using camera and video recording equipment
- Experience using content management systems such as Wordpress
- Experience using email marketing providers such as MailChimp

We are committed to being an equal opportunities employer and actively encourage people from a wide variety of backgrounds, experience and skills to join us and influence and develop our working practice.

Please send CV and covering letter to [marie.mccarthy@omnibus-clapham.org](mailto:marie.mccarthy@omnibus-clapham.org)

Download JD and monitoring form: [www.omnibus-clapham.org](http://www.omnibus-clapham.org)

**Closing date: 16<sup>th</sup> September 2022**

**Start Date: w/c 26<sup>th</sup> Sept 2022**