



Pleasance Theatre Trust - Role Pack

Marketing Officer November 2021

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1. About Pleasance Theatre Trust

As a registered charity, the Pleasance Theatre Trust aims to create a compelling platform to discover, nurture and support fresh artistic talent from across the globe.

Operating year-round in London and in Edinburgh during the Festival Fringe in August, the Pleasance has become renowned for delivering an inspiring programme year on year that uniquely embodies the spirit of the Fringe.

Our London base houses 3 theatres, whilst Pleasance Edinburgh is home to 23 performance spaces across 3 sites with an audience of over 500,000 across 27 days.

As an educational charity the Pleasance is fiercely committed to developing opportunities to grow careers. In our team, experienced industry professionals stand proudly side by side with those just starting out. Together they support the artists on stage, visiting audiences, and each other.

The Pleasance is a hub of creativity which cultivates the brightest new ideas, raw talent and skills.

Join us.

The Pleasance Theatre Trust is a registered charity - charity numbers 1050944 (England & Wales) and SC043237 (Scotland).

2. About Our Team

The Pleasance is a place for experiences – both on and off the stage. For staff, audiences and performers alike, we want this experience to be positive, lasting and even life affirming. We measure the success of our operation through the delivery of these experiences, not by ticket sales or 5 star reviews. To achieve this, we are looking for people who share our values;

- **Passion** – Our team is driven by their enthusiasm for what they do and why they do it. From this comes a unique energy that fuels us, creates momentum and permeates every facet of the Pleasance.
- **People** – No matter the level of knowledge or seniority, each and every team member has an equal value. Our collective ambitions can only be achieved through the active participation of all. Our team is committed to inclusion, peer-to-peer learning and pro-active support.

- **Pride** – We are motivated to deliver the highest possible standards with an approach that is as personable as it is professional. Our team takes pride in creating an exemplary environment where participants feel nurtured, engaged, valued and inspired.
- **Perseverance** – We operate in a fast-paced working environment and take this on with open arms and eyes. Through a positive mind-set, good sense of humour and a “can do” attitude, our teams share both the challenges and rewards of an unparalleled creative workplace.
- **Progression** – We exist to offer a platform to talented people looking to develop in the creative industries and will work tirelessly to support them in that pursuit. We are a family that is proud to be represented by an inspiring community of alumni that spans the globe.

3. About the Role

Role:	Marketing Officer
Department:	Marketing
Line Manager:	Marketing Manager
Key Relationships:	Director, Operations Director, General Manager, Graphic Designer, Box Office Manager, Head of Comedy, Head of Theatre, Producer, Associate Programmer
Contract:	Permanent (Full Time)

Role Description

The **Marketing Officer** plays a key role in both maintaining and advancing the day to day operation of the busy Marketing department.

They lead in the delivery of the theatre's strategic marketing campaign alongside the Marketing Manager and Graphic Designer, whilst also working directly with incoming performing companies. Whilst their remit features a wide range of responsibilities, including traditional and grassroots marketing, it includes a strong focus on digital and social media marketing – with experience in this area being essential. The theatre's marketing campaign incorporates 3 core elements: venue, organisation and productions.

The Marketing Officer is responsible for maintaining all public-facing elements of the theatre's output and its diverse programme. From the point of programming, they ensure that all performing companies are aware of the marketing assets required for use in the Pleasance's promotional campaign and of ways that they may be able to maximise their own marketing potential, either by utilising resources of their own or by taking advantage of those offered by the Pleasance.

The resulting assets are used in digital campaigns, social media, physical print and seasonal brochures. The Marketing Officer is responsible for maintaining each of these items under the strategic guidance of the Marketing Manager.

By optimising the organisation's existing marketing platforms and identifying new avenues, the Marketing Officer helps the Pleasance grow and target new audiences. As part of the Pleasance's campaign at the Edinburgh Festival Fringe, the Marketing Officer line manages a small team of Marketing Volunteers to enhance the organisation's digital and physical promotional output during this peak season. They also manage the work of the Street Team in London, ensuring that word of mouth is generated through hand-to-hand promotion, which remains an essential marketing component for the organisation.

The ideal candidate will be at once systematic with an ability to work in a streamlined way and highly personable, engaging with companies, audiences and the team with the friendly, can-do attitude the Pleasance is known for.

The Marketing Officer is based in London year-round and will relocate to Edinburgh for the Festival Fringe in August.

Key Responsibilities

Company Liaison

- Ensure all performing companies receive an introduction to the Pleasance Marketing department, distributing marketing packs and any other relevant information at the earliest possible opportunity.
- Provide support and advice to performing companies as required, working closely with the Marketing Manager.

Digital

- In collaboration with the Marketing Manager, develop and implement a complete digital marketing strategy for each season at Pleasance London and Edinburgh.
- Manage the Volunteer Marketing Team at Pleasance Edinburgh, to create content to support the agreed digital marketing strategy.
- Produce weekly email newsletters and solus email newsletters sent to targeted data lists on an ad hoc basis. Experience of MailChimp is desirable.
- Proactively grow the Pleasance's audience lists, segmenting data and targeting marketing correspondence accordingly.
- Work with the Box Office Manager and Marketing Manager to analyse audience data and identify customer buying patterns to inform future marketing decisions. Conduct post-show follow-up emails with all customers.

Social Media

- Manage the Pleasance's Facebook, Instagram and Twitter accounts on a day-to-day basis, including paid advertising and customer service enquiries across these channels.
- Optimise the Pleasance's social media channels to keep them fully functional and relevant. Seek out relevant opportunities for training and development where appropriate, or available.
- Plan, capture and create content for the Pleasance's programme to share socially.
- Liaise with performing companies to offer advice and support on social strategies.

Asset Management & Content Production

- Manage communications with performing companies to ensure relevant assets such as images, videos, press releases, copy and other points of interest are received and proofed for use in promotional campaigns, season brochures and print according to the agreed timeline.
- Work closely with the Marketing Manager, Graphic Designer and programming team to ensure brochures for Pleasance London and other printed assets are created to a high standard and according to the agreed timeline.
- Manage programme registrations for Pleasance Edinburgh according to the agreed timeline and collate promotional assets for inclusion in the Pleasance and Fringe Society brochures.
- Manage content on the Pleasance website, ensuring that advertisements, time-sensitive information, show images and other content is kept up to date at all times.
- Manage all reciprocal marketing with third party organisations, such as e-newsletter and social media swaps and maintain all internal and external systems, processes and databases required for the project management of such tasks.
- Distribute relevant information internally for feedback and sign off as required.

Displays

- Ensure all physical promotional displays are up to date at all times, including theatre foyers, exhibition spaces, Box Office screens, external boards, A-Boards and third party sites.

Street Team

- Manage the Street Team (casual positions) at Pleasance London, maintaining the roster of staff and recruiting additional team members as required.
- Maintain a local print distribution network for Pleasance London, developing tailored routes that can be utilised for various targeted campaigns.

Audience Development

- Identify new areas of digital marketing and emerging platforms that may support the Pleasance in reaching new audiences, working closely with the Marketing Manager.
- Pro-actively research and develop new audience networks and oversee distribution of any assets or communications on an ad-hoc and/or seasonal basis, such as distributing school packs for Christmas productions.

Archive

- Maintain a digital archive of all co-production show assets.
- Maintain a digital archive of any non-show related assets regularly used in promotional campaigns, such as venue images, photos or videos.
- Contribute to campaign reports as required, working closely with the Marketing Manager.

Press

- Liaise with performing companies to respond to press coverage, helping to integrate this into larger marketing campaigns where appropriate.
- Proof in-house releases in conjunction with the Marketing Manager and other team members.
- Maintain and develop internal press lists for use by the Pleasance and associated companies.

General

- Represent the Marketing team at press nights, galas and other relevant events as required.
- Deputise for the Marketing Manager as required.
- Act as a representative of the Pleasance and its values.
- Ensure that the Pleasance is represented to all visitors as having excellent standards and first class service.

Personal Specifications

Essential Skills

- Marketing for the arts, live events or similar sector
- Delivering social media marketing campaigns
- Working with content management systems and/or other databases
- Copywriting and proofreading
- Excellent communication, written and verbal
- Working to deadlines
- Multitasking and composure under pressure
- Relationship management
- Interest in and passion for the arts.

Desirable Skills

- People management

- Content creation, including film and photography
 - Basic Graphic Design knowledge or willingness to upskill
 - Experience working with artists and performing companies
 - Experience working with press and PR
 - Data analysis.
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4. Contract Terms

Contract Type: Full time (Permanent)

Period of Engagement: Permanent

Salary: £25,000, per annum

Place of Work: London, United Kingdom

Schedule of Work: 40 per week, Monday - Friday, plus additional hours as required to fulfil your duties.

Right to Work: All applicants must have the right to work in the UK. If you are not a UK citizen and require additional visas or working permissions, please specify this in your application.

5. Applications

To apply, please send your CV and cover letter in .pdf or .doc format by email to:
jobs@pleasance.co.uk

Applicants are also requested to complete the Pleasance Equal Opportunities Monitoring Form at:
<http://bit.ly/PleasanceEqualOps>

Deadline: 5pm Tuesday December 7th

Interviews: W/C December 13th (subject to confirmation)

Applications via alternative means such as a video or voice application will be accepted from those who require reasonable adjustments. Please contact us if you wish to discuss this.

Contact: Email: jobs@pleasance.co.uk

Phone: +44 (0)207 619 6868

Post: Recruitment
Pleasance Theatre Trust
Carpenters Mews, North Road, London, N7 9EF



6. Equal Opportunities

The Pleasance Theatre Trust is an equal opportunities employer and welcomes applications from all sections of the community. In particular, we encourage applications from backgrounds or social groups currently underrepresented in the creative industries.

If you would require any reasonable adjustments at interview or whilst undertaking the role as specified, please highlight this as part of your application and we will be happy to discuss these.
