

“*Simply breathtaking.*” WhatsOnStage ---- “*Fresh and immediate*” The Guardian



MARKETING ASSISTANT PLACEMENT MACBETH and HANSEL & GRETEL

Employer: Iris Theatre, charity No 1132295
Location: St Paul's Church, Bedford Street, London
Responsible to: Marketing Manager

Iris Theatre is looking for a passionate individual who would like to be part of the busy office as **MARKETING ASSISTANT** for our upcoming summer productions of **Macbeth** and **Hansel & Gretel**. This is a new, exciting, voluntary role, offering the successful candidate strong experience in theatre and arts marketing to further their career as a theatre professional.

THE COMPANY

Iris Theatre was created in 2007 to produce work at the world-famous St. Paul's Church in Covent Garden. Growing year on year, Iris gained full charity status in October 2009 with a mission to support the development of the next generation of professional theatre practitioners and to produce a fresh and vibrant repertoire of varied work resulting in affordable and accessible theatre.

Today the company is firmly rooted within the West End theatre environment. Every summer, we produce one Shakespeare play and one family play, which run throughout the summer as promenade shows in the beautiful gardens and inside St. Paul's Church.

After the success of 2016, with the productions of *Much Ado About Nothing* and *Treasure Island* getting rave reviews and earning 5 Off West Award nominations, including a WIN for *Treasure Island* as Best Production for young people aged 8+, Iris Theatre returns for its 10th year with two exciting new productions: *Macbeth* and *Hansel & Gretel*.

www.iris theatre.com

KEY TASKS

Over the Summer Season, the marketing department is responsible for promoting Iris' two shows, managing sales and ticketing and implementing strategies for traditional marketing, audience development, digital marketing, PR and press.

Reporting to the Marketing Manager, the Marketing Assistant will learn and take part in assisting with a number of tasks. These will be adapted according to the marketing assistant's skills and interests, but a general overview of the expected role is included overleaf.



Audience development

- To assist the Marketing Manager in reaching out to new groups including schools, corporates, tour groups and family groups
- Updating mailing lists and assisting with the creation of mail outs to send to subscribers.
- To assist with capturing and logging audience responses to the shows.
- To assist with data collection.
- To assist the Marketing Manager and Summer Producer with the organisation and marketing of workshops, Q&As or other special events as appropriate.

Digital Marketing

- To assist in creating, editing and designing content
- To assist in maintaining and updating Iris's social media platforms, website and blog
- To support the Marketing Manager in researching, collating and booking advertising across digital outlets
- To assist the Marketing Manager in implementing a digital marketing strategy for the summer repertory season

Sales and marketing

- To assist the Marketing Manager in executing the company marketing strategy to increase sales

Box office and ticketing

- To support the Front of House Manager and Assistant Producers with ticketing as required
- To answer phone calls and emails regarding ticket enquiries
- To assist the Marketing Manager in maintaining successful relationships with third party sales channels.
- To assist the Marketing Manager with ticket sales tracking and maintaining internal data.
- To assist the Marketing Manager in identifying groups to target for special offers and assist in creating and managing those offers.
- To assist with preparing sales reports.

Press

- To act as a point of contact to our press representative.
- To assist the management team with arrangements for the press nights for each show.
- To collate press cuttings and create and distribute review flashes.

Print and images

- To assist with organising photo calls, and rehearsal and production photos
- To collate content for the productions' programmes.
- To assist with proof-reading programmes and other materials before they are sent to print
- To assist with distributing materials, whether to third party agents, around Covent Garden or around St Paul's Church.
- To assist with sourcing and creating imagery to promote the productions wherever appropriate.

General

- To attend meetings with external agencies or partners when possible
- To minute meetings as required
- To assist in logging, checking and filing marketing expenditures and liaising on these with the Assistant Producers
- To contribute to ensuring an adequate standard of care and support for Iris Theatre's audiences and artists.
- To act as an ambassador of the Iris Theatre summer season
- Any other tasks as reasonably required to fulfil this role, including general administrative tasks as requested by the wider management team.



PERSON SPECIFICATION

No previous marketing experience is required, but an understanding of the arts and the industry in London will be advantageous.

The ideal candidate will have knowledge of and a passion for theatre, and some understanding of the wider industry from a marketing and audience perspective. They will be keen to learn and develop their skills in a professional environment, and will be self-motivated with the ability to take initiative.

This opportunity is ideal for a student of arts administration or arts marketing or for someone wishing to develop a career as a marketing professional.

DATES

As this position is voluntary, it can be fit around other commitments. Though not a full time role, an involvement of two days per week in the build up to the shows would be ideal to gain the best experience. The starting date is **ASAP** and the roles ideally run throughout the summer (until early September), but this can be flexible.

Performance dates:

Macbeth: 21 June to 29 July 2017 / **Hansel & Gretel:** 3 August to 3 September 2017

To apply, please send your CV and a cover letter (2 sides of A4 max), including clearly your availability to:

Paul Virides, Marketing Manager, Iris Theatre, marketing@iristheatre.com
*Please insert **MARKETING ASSISTANT** as the subject.*

Deadline: Monday 27th March 2017, 5pm. Interviews: Tuesday 4 April 2017.