

Theatre Royal Haymarket Masterclass Trust
Marketing & PR Assistant, Cyberscene
Job Description



GENERAL DETAILS

Post: Marketing & PR Assistant (Freelance)

Salary: £2,590

Location: Theatre Royal Haymarket, London

Responsible to: Press & Marketing Manager

Supporting and nurturing young people through theatre is, and always will be, at the heart of Theatre Royal Haymarket Masterclass Trust (Masterclass). As the in-house education charity of the Theatre Royal Haymarket, for the past 18 years we have been dedicated to opening up this beautiful and historic building as a resource for the benefit of young people.

www.masterclass.org.uk

NATURE AND SCOPE OF THE POST

The Theatre Royal Haymarket Masterclass Trust in partnership with the Pureland Foundation and children's charity Kidscape will present the world premiere of Emily Jenkins' pioneering new play *Cookies* for two performances only at the Theatre Royal Haymarket on 29th October 2017.

Cookies has been commissioned and developed for The Cyberscene Project; an inspirational theatre initiative created by The Theatre Royal Haymarket Masterclass Trust in partnership with children's charity Kidscape and generously funded by Pureland Foundation. The project aims to use theatre to support the health and well-being of young people affected by cyber bullying and to raise awareness of not only the dangers of being online, but also the positives too.

In October 2016, the Cyberscene team went into four London-based further education colleges and began scripting the play through a series of theatre based workshops. In this supportive environment, over 120 young students worked alongside theatre professionals to share their intimate experiences of being online; to learn from each other and to be part of an empowering initiative which aims to address the impact of cyber bullying and the wider digital realm. The final production will feature 25 of the original 100 students as an ensemble alongside a cast of established actors who will be announced at a later date.

[For more information, please click here](#)

MAIN RESPONSIBILITIES:

Based at the Theatre Royal Haymarket and working with the in-house marketing team, the Marketing & PR Assistant will provide crucial communications support for this community outreach project and for the final production staged at the Haymarket on 29th October 2017.



The main responsibilities will include:

- Working in conjunction with the Press and Marketing Manager, to plan, implement, monitor and evaluate marketing campaigns to achieve attendance targets
- To create and schedule engaging content for numerous social media sites and online forums
- To photograph and film events when required. This includes editing all media content, videos, podcasts, blogs and photos.
- To regularly update the Cyberscene pages on both the Masterclass and Theatre Royal Haymarket websites
- Support the Press and Marketing Manager with the creation and distribution of press releases and database building
- To create and distribute HTML newsletters using Mailchimp
- To support the production and creative teams when required
- To comply with all company policies and undertake any other reasonable duties as required

PERSONAL SPECIFICATION

Essential

- Experience of working professionally with digital communications
- A certified degree in a related field
- 1 years marketing and communications experience in an arts organisation
- Knowledge of social networks, managing a brand online and digital analysis
- A working knowledge of Adobe's Creative Suite of programmes including Photoshop, Illustrator and InDesign
- Ability to identify and cultivate relationships
- Competency with Word, Excel, Outlook, database packages
- Strong copywriting and editing skills
- Ability to work to tight deadlines
- Ability to organise and prioritise your workload in order to maximise efficiency and performance
- Ability to take initiative and work autonomously where necessary

Desirable

- Imaginative and able to deliver ideas generated by themselves or their colleagues
- Knowledgeable and passionate about the theatre industry
- Experience of HTML, CSS and WordPress

- Demonstrable ability to work with a wide range of colleagues, customers, VIPs, members and visiting companies

This job description comprises the main duties of this post. Tasks may change depending on the activities and needs of the business.



TERMS AND CONDITIONS

This role is offered on a freelance basis.

Period of work: Available from 29th August 2017 until 17th November 2017
Performance Date: Sunday 29th October 2017
Hours of work: Flexible, average 2 days per week, but this will increase or decrease in relation to the project plan and peaks of activity.
Location: Theatre Royal Haymarket
Total Number of days: 37 days
Payment: Total fee of £2,590

APPLICATION PROCEDURE

Applicants should address their expression of interest by email to Josh Brown via info@masterclass.org.uk

Please enclose a covering letter and CV with the subject title *Cyberscene Marketing & PR Assistant*

Closing date for applications: 5pm, Friday 4th August 2017

Interviews will take place week commencing 7th August

Masterclass is a registered charity (no.1159840)