

# Marketing Assistant

Theatr Clwyd | Job Description

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**Family:** Communities

**Responsible for:** N/A

**Reports to:** Marketing Manager

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## **Job Purpose**

The Marketing Assistant implements marketing campaigns supported by the line manager. They will have a focus on our website and solus e-mail system to ensure both areas deliver a high-level audience experience. This role is part of a close knit, sales-focused team, with an emphasis on maximising show income through the implementation of campaigns. They work as part of the Marketing Team to ensure we hit targets, maximum audiences, bring in new visitors, maintain high levels of earned income and gain excellent brand recognition. They also support the broader activity of our work (including Creative Engagement, Bryn Williams and Theatr Clwyd Music) to raise the profile of the organisation.

## **Key Responsibilities**

### **E-mail**

- Using Dotdigital to create targeted, dynamic and creative e-mail campaigns.
- Explore ways in increasing the impact of our e-mail campaign including through automated campaigns with the support of the line manager.
- To keep abreast of developments in e-mail marketing
- To monitor engagement through analytic reporting

### **Website**

- Ensuring that both the static and event pages of Theatr Clwyd and William Aston Hall's websites are accurate, dynamic and sales driven.
- Explore ways in increasing the impact of our websites
- To keep abreast of developments in websites
- To monitor engagement through google analytic reporting

### **Communities**

- To work as an advocate for the work of the Communities family within the communications team.
- To actively seek opportunities to create content connected with the Communities family.
- To ensure that the Communities-focused pages of the website are maintained.

### **External**

- To work with:
  - Visiting Companies, Company Members, Creatives and Performers.

**Financial**

- To follow relevant financial processes
- To collate, where required, invoices for services used

**General**

- Implementation of elements of Communications campaigns, under the guidance of the line manager. This may include:
  - Copywriting (e.g. direct mail, e-mail, website, social media, press releases, briefing documents)
  - Print (e.g. monitoring levels, building distribution, refreshing posters)
  - Collation & creation of marketing assets (e.g. images, reviews, podcasting, video, programme info)
  - Distribution (e.g. cinema flyer to libraries, exit flyers)
  - Database Maintenance (e.g. print, distribution locations)
  - Website (e.g. ability to add content to the website)
  - Press & PR (e.g. inputting press listings, meeting & greeting journalists, looking after actors at interviews)
  - Social Media (e.g. ability to write and post social media content, reply to queries)
- Attending events to talk to the public about the work of the theatre and distribute marketing materials.
- Ensure continued familiarity with Theatr Clwyd and William Aston Hall's brands, segmentations and Communications & Giving Strategy.

**Other**

- To keep abreast of relevant press, marketing and content creator trends.
- To attend productions, events and other Theatr Clwyd activities.
- To represent and positively promote the organisation at all levels.
- To perform any other duties as reasonably requested by Director of Audiences & Insight
- Emergency box office cover (training will be provided)
- To support colleagues and offer a warm welcome to anyone coming into contact with the organisation.

## **Person Specification - General**

### **Essential**

- Basic marketing experience or knowledge.
- Experience of using websites, e-mail systems (e.g. Mailchimp), social media (particularly Meta), Word, Excel to a high level.
- Excellent written & verbal communications skills
- Fast-working and quick to absorb feedback and amend accordingly
- Ability to apply adaptive and lateral thinking, manage multiple tasks and work under pressure
- A commitment to excellence and a relentless drive to be the best.
- Excellent use of language – a flair for writing and the ability to write in a variety of contexts and tones.

### **Desirable**

- An interest in theatre and the arts
- Excellent numeracy skills
- An appreciation and ability to speak convincingly about the work of Theatr Clwyd.
- Good working knowledge of box office systems
- Spoken and written Welsh
- Full driving licence