



HAMPSTEAD THEATRE RECRUITMENT PACK

MARKETING ASSISTANT

Thank you for your interest in the role of Marketing Assistant at Hampstead Theatre.

To apply for the position, please complete the application form with particular emphasis on how you meet the person specification.

You should send your completed application form to jobs@hampsteadtheatre.com.

The deadline for applications is **midday on Monday 14 May**.

DIVERSITY STATEMENT

Hampstead Theatre aims to reflect the diversity of contemporary England, both in the work presented on stage and the audience we attract. A commitment to diversity will ensure the theatre remains relevant, resilient and culturally productive. To shape the future mainstream, we must ensure we engage with artists from a wide range of backgrounds and work to eliminate barriers, both actual and perceived, that prevent people from engaging with the theatre. This is especially important for a theatre located in one of the most diverse and deprived areas of London.

A commitment to diversity must be reflected throughout the organisation; not just in the work, but in the diversity of our board of directors, staff and artists; the accessibility of the physical building; and positive messaging and communications. The Company is opposed to any form of direct or indirect discrimination and aims to positively engage with people from all backgrounds.

Hampstead Theatre is an equal opportunities employer opposed to any form of direct or indirect discrimination and aims to positively engage with people from all backgrounds and we welcome applications from candidates from all backgrounds.

ACCESS STATEMENT

If this form is not an appropriate application method for you because of an impairment or disability please contact us to make alternative arrangements.



THE HAMPSTEAD STORY - ORIGINAL AMBITIONS.

Our belief: To entertain with originality

Our purpose: We believe the greater the ambition, the greater the impact

Welcome to Hampstead Theatre. We were born in a humble hut over fifty years ago. Our simple mission was to create original theatre without creative restriction. We quickly attracted a generation of talent that helped to redefine British Theatre. That not only entertained but propelled the art form forwards. From Harold Pinter testing out his early plays here to the likes of Mike Leigh, Michael Frayn, Abi Morgan, Rona Munro, Shelagh Stephenson, Debbie Tucker Green and Roy Williams – to name just a few. Original thinkers, every one.

We're still driven by the same ambition. To challenge, influence and shape the future of British theatre. To create the future mainstream - entertaining experiences that are original and ambitious. We see ourselves as part of a rich tradition that stretches back to the age of Shakespeare. A tradition that mixes craftsmanship with entrepreneurship. Commercial success with critical acclaim. And a creative eye that seeks out variety – from musicals like *Sunny Afternoon* to mould-breaking plays like *#aiww: The Arrest of Ai Weiwei*, *Di and Viv* and *Rose, Wonderland* and *Chariots of Fire*. We were the first to turn a theatre into an Olympic park.

We left our hut a long time ago and now occupy London's newest theatre. Purpose built for the 21st century to allow our writers, actors, directors and producers maximum creative flexibility. It's from this base that we will take our work to the wider world. To the West End. To the Internet. And beyond. Our ambitions are big. We aim to move theatre forwards with new ideas, talent and energy to excite our audiences with the lateral, the fresh and the unexpected. It's part of our belief that innovation, reinvention and surprise are the lifeblood of true entertainment. Here's to the future – it belongs to those who cherish originality.



RECENT AWARDS

Olivier Award nomination for Best New Comedy for *Dry Powder* by Sarah Burgess 2018

Fiona Doyle's *The Strange Death of John Doe* is a finalist for The Susan Smith Blackburn Prize 2018

Branden Jacobs-Jenkins wins the Critics Circle Award for Most Promising Playwright 2018 for *Gloria*

Hampstead Theatre won Gold at The Corporate Engagement Awards for its play *Firebird* and its collaboration with The Children's Society

James Fritz wins the Critics Circle Award for Best New Playwright 2016

Sunny Afternoon wins Best New Musical at The Olivier Awards 2015

Sunny Afternoon wins Best Actor at The Olivier Awards 2015

Sunny Afternoon wins Best Supporting Actor at The Olivier Awards 2015

Sunny Afternoon Outstanding Achievement in Music Award at The Olivier Awards 2015

Four Minutes Twelve Seconds by James Fritz nominated for best Affiliate Theatre at the Olivier Awards 2015

Hampstead Theatre wins London's Best Theatre at The Stage Awards 2014

Beth Steel wins Most Promising Playwright Award at The Evening Standard Awards 2014

WHAT THEY SAY ABOUT OUR PLAYS

'Hampstead is on a roll' *Telegraph*

'Hampstead Theatre has high-flying confidence under Artistic Director Edward Hall' *Evening Standard*

'Hampstead is perhaps the most reliably interesting theatre in the country' *Daily Mail*

'Sparkling scripts and great casts' *Metro*

'London's innovative Hampstead Theatre' *Vogue*



Job Description: **MARKETING ASSISTANT**

Responsible to: Marketing Director

Purpose of Post

This entry-level position will work closely with the Marketing Manager and Marketing Director, assisting them on the day-to-day running of the Marketing Department which will cover all aspects of marketing functions and activities at the theatre. This is an excellent opportunity for a dynamic individual, with a marketing interest, looking to gain top-level experience and start a career in arts marketing, in one of London's leading producing houses.

Hampstead's approach to Press and Marketing is innovative with many key functions outsourced. Therefore, this position will also involve working closely with design and press agencies, actors, directors, agents, like-minded brands and members of the press.

The successful candidate will be a well-organised, self-motivated team player who is willing to support an extremely busy and fast-moving department, through whatever means. They will have excellent interpersonal skills and an ability to manage a number of projects at any one time, with an ability to prioritise such tasks.

MAIN RESPONSIBILITIES

Productions

- To assist the Marketing Manager and Director in the creation and completion of all marketing campaigns. This includes all elements of marketing activity including, but not limited to, advertising, direct mail, print distribution, emails and promotions
- To develop and oversee the print production of marketing materials for each show, ensuring the Hampstead Theatre brand is supported and print production schedules and deadlines are met
- To develop and oversee the production of general front of house marketing signs, making sure deadlines are met.
- To work with external graphic designers and printers to ensure all materials are bought competitively and delivered within budget
- Assist with setting up interviews, liaising with journalists, actors and creative teams
- To attend and assist on all Press Nights and work during the weekends when necessary



Digital Maintenance

- To have overall responsibility for the running of Hampstead Theatre's website. Content must be up to date at all times and responsibilities also include overseeing any fixes with our website providers
- Oversees Hampstead's Live Chat function on hampsteadtheatre.com, answering members of the public questions live online, solving their problems efficiently and representing the brand at all times
- Oversees our social media channels (Facebook, Twitter and Instagram) and responsible for rolling out our social media strategy content as per the Marketing Director's plan
- Report back to Marketing Director and Manager how each piece of content on the website and/or social channels is working

Imagery and editorial content

- Sourcing and creating interesting and relevant content for Hampstead's website and social media content to support each production, in line with each show campaign – to be agreed with the Marketing Director
- To liaise with each show Director and commission production photography for each Hampstead Theatre production
- Negotiation of deadlines, fees and delivery of rehearsal/production pictures with photographers
- Reformatting images in Photoshop (training will be provided) for marketing uses – e.g. online, email, social media
- Maintaining photography library within internal systems
- Liaison with cast, creative teams and agents to obtain photographic approval for use online and in our programmes
- Responsible to distribute approved photos to Press Team and Programme Editor

General marketing activity

- Equally responsible for the accuracy of all marketing communications and maintaining the Hampstead Theatre brand at all times



- Attendance at all Marketing team and inter-departmental communications meetings
- Responsible for general telephone and email marketing-related enquiries sent to the marketing@hampsteadtheatre.com inbox
- Covering the Marketing Manager in her absence
- Any other reasonable duties required by Marketing Director and Marketing Manager

The following responsibilities apply to all Hampstead Theatre staff:

- Participating actively in the life of the theatre.
- Complying with Hampstead Theatre's Equal Opportunities, Health & Safety and other policies at all times.
- Carrying out administrative work generated by the above activities.

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment.



PERSON SPECIFICATION

- A genuine passion for bold, ambitious, original theatre.
- Approachable demeanour and ability to communicate and advocate the work of the theatre.
- Excellent written and verbal communication skills, including a confident phone manner.
- Tactful, diplomatic and able to maintain confidentiality for sensitive information.
- Highly accurate and well-organised with good time management skills.
- Excellent negotiation skills.
- Excellent administrative and IT skills.
- Ability to work without supervision.
- Ability to anticipate the needs of colleagues.
- Flexible, responsive and a team player.



TERMS AND CONDITIONS

Salary – c. £21k p.a.

Hours – This is a full-time position. A normal working week is Monday to Friday 10am to 6pm, but due to the nature of the job, frequent evening and weekend work will be expected.

Holiday – 25 days annual leave.

Probation – during the first three months' probation there will be a two weeks probation period.

Other benefits:

Interest-free season-ticket travel loans.

Complimentary tickets for performances (employees will see all Hampstead Theatre Productions – additional tickets will be dependent on availability).

Employer's contribution to NOW! pension scheme.

10% discount at Hampstead Theatre's Café Bar.