

JOB DESCRIPTION: GRADUATE MARKETING ASSISTANT

Responsible to: **Marketing Officer**

Responsible for: N/A

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About NST, Nuffield Southampton Theatres

Nuffield Southampton Theatres (NST) is one of the UK's leading professional theatre companies creating fresh, vital experiences through theatre. NST has developed a profile and reputation for innovation and quality delivering work on a national and international scale, whilst acting as a major cultural force for good in the city of Southampton.

As well as its own produced work, NST's programme includes the best touring theatre from local, national and international artists, children's theatre, comedy, dance, circus, film and music.

On 16 February 2018, NST opened Southampton's new city centre performing arts venue, NST City, with Southampton Celebrates, a celebratory event in Guildhall Square featuring more than 100 performers, dance, music and fireworks, followed by the world premiere of Howard Brenton's *The Shadow Factory*. NST City includes a flexible 450 seat main house theatre, a 133 seat studio, screening facilities, rehearsal and workshop spaces. NST runs the new city centre venue alongside its existing theatre, NST Campus, on the University of Southampton's Highfield Campus.

Position Summary

This role sits in the Development and Communications team whose mission is to place audiences at the heart of everything NST does. The Graduate Marketing Assistant is responsible for supporting the team in delivering the campaigns as part of NST's Development & Communications Strategy.

Key Responsibilities:

Marketing Communications

- To assist the Head of Marketing & Press and Marketing Officers in delivering all marketing and communications campaigns from conception to evaluation for NST's produced, presented and participation work, audience experience enterprises and fundraising activities.
- To support the Head of Marketing & Press and Marketing Officers in designing and producing marketing materials, proof reading copy and liaising with external agencies.
- To assist in obtaining current artist biographies and photographs or publicity materials from the cast, creative teams and agents, ensuring permissions/ copyright is cleared prior to production.
- To manage print distribution on campus and front of house/foyer displays and to maintain an up to date print inventory.
- To assist the Head of Marketing & Press and Marketing Officers in writing copy, press releases for shows, liaising with and pitching to media.
- To assist the team with administration; researching audiences, maintaining contact lists, reformatting images, managing the image library, raising and recording purchase orders.

- To assist the team with campaign evaluation, in particular recording and monitoring ROI for direct marketing activities.
- To be responsible, with the full marketing team, for the accuracy of all marketing communications and for maintaining the NST brand at all times.

Digital Marketing

- In liaison with the Head of Marketing & Press and the Marketing Officers to develop and deliver digital content for all social media channels, the website and e-marketing.
- To design and circulate e shots, special offers, etc. using Dotmailer.
- To assist and respond to NST's audiences across all social networking channels whilst developing the NST tone of voice.
- To keep NST's website updated with show information with an understanding of SEO and keywords.

Audience Development

- To participate in cross departmental Audience and Community Development meetings and to take and distribute the minutes.
- To assist the Head of Marketing & Press and Marketing Officers to deliver initiatives aimed at developing audiences and attracting new audiences.
- To assist with the management of audience data on Spektrix (box office ticketing system), building customer lists, analysing and monitoring audience information.
- To contribute to the collection of audience data by assisting on competitions, prize draws and attendance at public events as required.

Other

- To participate in all Marketing team and inter-departmental Communications meetings, on occasion taking and distributing minutes.
- To provide general telephone and promotion duties as required in agreement with Head of Marketing & Press.
- To attend press nights and special events and assist generally.
- To attend and participate in external meetings and training as required by the Head of Marketing & Press.
- Any other duties as may reasonably be required by the Head of Marketing & Press and Marketing Officer.

About role statements

As NST evolves to meet the changing needs of a producing company the roles required of all its staff will evolve. As such staff should note that this document is not intended to represent the role that the incumbent will perform in perpetuity. This role statement is intended to provide an overall view of the role as at the date of this statement.

PERSON SPECIFICATION

ESSENTIAL EDUCATION, EXPERIENCE AND QUALIFICATIONS

- Educated to a degree level or equivalent level experience in B2C marketing

DESIRABLE EDUCATION, EXPERIENCE AND QUALIFICATIONS

- Some experience of using CRM and e-marketing systems, preferably Spektrix and Dot Mailer
- Experience of working on website CMS
- Experience of working with designers and printers
- Some experience of design (InDesign and Photoshop)

COMPETENCIES, ATTITUDE AND SKILLS

- Enthusiasm, energy and stamina (Essential)
- Good copy writing skills with a high degree of accuracy and proof reading abilities
- Excellent communication skills, written and verbal with the ability to communicate effectively with people at all levels, within and outside the organisation
- High level of IT skills including Microsoft Office
- Excellent organisational skills and attention to detail
- Flexibility to adapt quickly to varying workloads and demands
- Willingness to work flexible hours and occasional weekends
- A supportive team member; pro-active, respectful, reliable and committed
- An enthusiasm for theatre and the performing arts

TERMS AND CONDITIONS:

Remuneration and Hours

Salary Range: £14,857 - £16,979 dependent on experience

Hours: 35 hours usually worked Monday to Friday between 10.00am – 6.00pm with additional hours as required as necessary

Holiday: 25 days a year (plus Bank Holidays)

Pension: 1% contribution, if matched by the employee, after 3 months service

Other benefits: University Car Parking loan, theatre tickets, training and development opportunities

Location: This position is based at NST City, 142-144 Above Bar Street, Southampton, SO14 7DU with travel to NST Campus at least once per week.

Probation: This appointment is subject to a minimum three-month probationary period