

JOB VACANCY

Marketing Assistant



Herts Inclusive Theatre

Herts Inclusive Theatre (HIT) use the arts and wellbeing practices to build confidence, develop skills and give participants and their families memorable, enjoyable life experiences where everyone is encouraged, valued, supported and has their part to play.

VISION

We believe that everyone should have opportunities to enhance their lives through creative and educational activities in environments that are positive and welcoming to all, regardless of people's background or abilities.

AIMS

HIT is an arts charity which aims to improve the well-being of people, particularly children and young people and those who are disadvantaged or disabled, by using the arts to build confidence and develop skills in an inclusive, fun, creative space.

MISSION

We achieve our aim by providing regular drama activities and performance opportunities for children, young people and adults. Using a wide range of inclusive theatre practices, we encourage and nurture people of all abilities to reach their full potential.

Our drama activities are open to all, particularly welcoming disabled people and those experiencing various kinds of disadvantage. Through these and other arts-based activities we give participants and their families memorable, enjoyable life experiences where everyone is encouraged, valued, supported and has their part to play.

Values

We are **Inclusive** – An organisation that is free from judgement, supportive and accessible, a place where we are considerate to everyone's needs.

We are **Creative** – An organisation that places creativity at its heart, letting everyone express themselves, and encouraging imaginations to be free.

We are **Friendly** – An organisation that is welcoming, where friendships can be fostered and a real sense of community is created.

We are **Caring** – An organisation that listens and is responsive to what we hear, valuing everyone's contribution.

Job Title – Marketing Assistant

Reports to – Development Manager

Responsible for – Any relevant volunteers

Job Summary

This post will focus on supporting the marketing and external communications of the organisation. The position will report to the Development Manager and work alongside the Participation Coordinator, Company and Finance Assistant, and freelance contractors.



Terms of Employment

Hours: The post will initially be for 16 hours per week, this can be worked over two or three days. The post will include 'out of hours' morning, evening and weekend work for which an informal TOIL system operates.

Salary: £21,840 Full time (£8,736 Pro rata equivalent for 16hrs per week)

Period of Contract: 1 year fixed term (Potential to extend)

Notice Period: Subsequent to satisfactory 3-month review, the notice period is increased from 1 week to 1 month.

Holiday: 28 days per annum, inclusive of bank holidays (This is offered on a Pro rata basis)

Pension: HIT Pension is managed by NEST and taken under the qualifying earnings scheme. 5% of your qualifying earnings is paid into your pension pot. HIT pays 3% on top. You will be auto enrolled in the pension scheme after the end of your probationary period, there is an option to opt out of the pension scheme.

Place of work: The HIT Office is based at Trestle Arts Base, Russet Drive, St Albans, AL4 0JQ.

We offer flexible and hybrid working but the role will need to attend the office on a regular weekly basis. The role requires the applicant to regularly visit workshop and performance venues around Hertfordshire and North London.

DBS Check: The successful candidate will need to hold a current enhanced DBS (Disclosure and Barring Service) check or be willing to undergo one.

Company: Support the development and delivery of a creative programme in line with the company's vision and mission statements and aims and objectives, and within given resources.

Marketing and Communications:

Support the implementation of the company's press and media relations strategy

Design and schedule HIT's press, publicity and marketing campaigns for all activities and productions

Support the production of and schedule out all of HIT's PR and press communications, pre and post events as well as with general news

Arrange for press to attend all performances and events

Design and disseminate marketing information including designing flyers, posters and leaflets



Plan and create mailshots using the Mailchimp system

To create content for and support the upkeep and management of the HIT website, ensuring all the latest news is present and gallery updated

Actively update all relevant social media platforms with information as and when necessary, creating and developing new ideas for social media

Look for new and innovative marketing opportunities

Share and promote HIT's online and social media

Monitor and track relevant marketing statistical information

Work alongside the Participation Coordinator to design and create venue/welcome packs and keep information updated

To ensure all marketing material produced is inclusive and fully accessible, and available in various formats

To design and create promotional and front of house information and keep updated

To act as Front of House/Box office for productions and ensure all promotional information and raffle prizes and relevant events is up to date and present

Compiling and producing performance and event programmes

To support the promotion of volunteering opportunities within the organisation

To monitor the sale of tickets for productions and events



General

Represent the company and act as a positive advocate for the company and its work with partners and other relevant organisations

To attend fundraising activities as necessary

Take responsibility, with the Management, for ensuring that the company conforms to all financial, legal, statutory and contractual requirements

Respond to email and telephone enquiries in a timely fashion

To make sure any relevant databases are in order

Work alongside volunteers, in a fair, equitable and effective manner

Attend relevant training and personal development opportunities

Help to ensure the company sets and maintains the highest possible standards in all productions and events

Carry out such responsibilities as the Development Manager may reasonably require within the remit of the Marketing Assistant

Person Specification

Herts Inclusive Theatre has its values at its core, and we are looking for someone who feels they can support and live these values alongside the team.

We have inclusion at the heart of our organisation and encourage people from all backgrounds and perspectives to apply. We embrace our differences and know this makes for a great team. We endeavour to create a barrier free recruitment and work environment and will aim to make any reasonable adjustments to our recruitment and employment processes. If we can do anymore to assist with your accessibility needs please contact us on 01727 221414 / admin@hit-theatre.org.uk

This job description is not necessarily a comprehensive definition of the post. It will be reviewed annually and it may be subject to modification or amendment after consultation with The Director and Board of Trustees.

To carry out the role you will need:

- Good planning, organisational and communication skills
- To be confident in using a computer including Microsoft Office
- Be able to plan, organise and prioritise day to day tasks
- To work as part of a team
- Be able to communicate either verbally or written in a clear manner
- The ability to relate to children, young people and adults of all abilities
- Work under pressure, to deadlines and stay calm
- Transport yourself and equipment between the office and various venues
- An interest in learning about inclusive and participatory arts



The successful applicant will need to show in their application, with relevant examples, previous experience of doing the tasks and responsibilities set out in the Job Description. This role involves a substantial amount of reading and writing. It also involves some travel between the office, workshop, performance, and event venues. We will always be flexible and adaptable so our staff can do things in ways that work for them – e.g. if you use assistive technologies please tell us, we're always interested to learn about more accessible and inclusive ways to work. We understand that childcare and other caring responsibilities may need to be managed alongside work, and will always be flexible to accommodate this.

There are many reasons to work for Herts Inclusive Theatre. We offer:

- Flexible working hours
- Hybrid home and office working
- Professional development
- An accessible, inclusive and welcoming work environment
- 20 days' holiday + Bank holidays
- 3% employer pension contribution

