

**ALMEIDA
THEATRE**



**MARKETING ASSISTANT
RECRUITMENT PACK**

ALMEIDA THEATRE

The image shows the interior of the Almeida Theatre, an auditorium with red seats arranged in a semi-circle. The stage is in the foreground, featuring a large, dark, spherical object on a stand. The ceiling is dark with several spotlights hanging from it. The walls are dark with some decorative elements. The overall atmosphere is dimly lit and professional.

We bring together the most exciting artists to take risks;
to provoke, inspire and surprise our audiences; to interrogate
the present, dig up the past and imagine the future.

Whether new work or reinvigorated classics, we make live art
to excite, enliven and entertain.



ABOUT THE ALMEIDA

“A theatre to which everyone should take out a subscription”

The Observer

“Small but mighty, Islington’s Almeida Theatre is one of the most prestigious - and on form! - theatres in London, equally influential as a haven for great writers, great directors and great actors.”

Time Out

The Almeida is a London theatre company with a national and international reputation for producing work of the highest standard - achieving recognition through consistent critical acclaim, increasing national reach, international profile, full houses and breadth of audiences.

Based in Islington, the Almeida Theatre began life as a literary and scientific society – complete with library, lecture theatre and laboratory. From the beginning, our building existed to investigate the world.

Under the new leadership of Artistic Director Dominic Cooke and Executive Director Ros Brooke-Taylor, the Almeida’s vision is to make bold work which challenges and questions the world we live in; bringing together the most exciting artists to interrogate, provoke, inspire and entertain audiences through new writing and reinvigorated classics.

While the Almeida is rooted in Islington, many productions continue beyond the walls of the theatre – either through West End or Broadway transfers, national and international tours, or digital capture. In addition to the main repertoire, there is a wide-reaching participation programme, including a range of creative opportunities and training for young people, and projects working with our local Islington community.



**“THE MOST
DARING AND
EXCITING
THEATRE IN
LONDON”**

EVENING STANDARD

WORKING WITH US



The Almeida is committed to being an inclusive and diverse organisation: representative of the community around us and a cultural home to all. We want everyone who works with us or visits us, to feel welcome and respected. And we want the imaginative work we present on stage to speak to the world we live in, with all its rich variety of voices and cultures.

This commitment to equality, and to a company culture which treats staff, freelance artists and audiences equally and fairly, goes beyond the Almeida. We are committed to upholding these values in the wider industry and to playing our part in creating a sustainable future for a more equitable theatre in this country. You can find out more about our Equality, Diversity and Inclusion Policy [here](#).

Everyone who works with us or visits us is expected to share in this belief and show it through behaviour towards others.

STAFF BENEFITS

- Complimentary staff tickets to attend performances at the Almeida
- Staff discount in the Almeida bar and other local amenities
- Development programmes via e-learning platform, specialist in-person training and training opportunities
- Invites to company lunches and regular social activities
- Access to interest-free season ticket loan and cycle to work scheme
- Access to mental health and wellbeing advisors providing workplace counselling and support
- Eye test vouchers



SUSTAINABILITY

The Almeida Theatre is committed to reducing carbon emissions and minimising its environmental impact to support the Creative Green commitment to keep global temperatures below two degrees of warming.

Our productions aim to follow the Theatre Green Book Baseline Standard Guidelines, striving to ensure 50% of all materials used in the production have a previous life and 65% have a future life. The set for *A Moon for the Misbegotten* was built from 100% reclaimed timber, and second-hand items.

Over the past 10 years, we've cut our energy use by 9% annually, saving 146 tonnes of CO2e each year – equivalent to driving 876,000 km in a diesel car or taking 146 economy flights from Paris to New York.

This comes as a result of an investment of more than £700k in capital improvements, including the installation of LED lights, upgraded boilers at the theatre, air handling units in our offices, decommissioning of gas boilers (saving 30 tonnes of Co2 each year), and installation of new energy efficient windows and roofs.

Some of our future plans include installing solar panels in our offices, introducing LED lighting with motion sensors backstage and front of house, and enhancing the management of heating and cooling in the auditorium



PARTICIPATION

Our Participation projects give opportunities to people of all ages to create theatre with some of the most exciting artists working in the industry today. All of our Participation programme is offered entirely for free.

YOUNG ARTISTS

We run a number of programmes for Young Artists aged 14 -25 – our Young Company for actors, as well as our Young Producers, and Young Designers and Technicians. Alongside every production, we also host Almeida For Free – an exciting festival for anyone aged 25 and under which gives young people the chance to see our productions for free and take part in a variety of masterclasses, workshops and panel discussions.

SCHOOLS

Our new programme , Almeida Every Child, will engage with every Year 5, 7, 8 and 9 pupil studying in the borough across the next academic year. Our Schools offer is completely free to access and dedicated to local Islington schools.

COMMUNITY

This year we present 1000 (Millennia) the final instalment of our Islington Trilogy community productions, celebrating Islington and featuring participants from our local community. 1000 (Millennia) will journey deep into our borough's history and reach far into our future to construct an imaginative, mythic Islington.



**“THE ALMEIDA
PRODUCES HIT
AFTER
UNSTOPPABLE HIT”**

THE I



JOB DESCRIPTION: MARKETING ASSISTANT

The Marketing Assistant provides creative and administrative support across all areas of marketing and communications, including the Almeida's website, email newsletter, socials and programme. They assist the Marketing team to deliver exciting and results driven marketing campaigns.

STRATEGIC PRIORITIES FOR THE MARKETING TEAM

- Build and manage the brand of the Almeida Theatre across London, the UK and internationally.
- Take a strategic and data first approach to marketing and promoting the Almeida and its work in order to deliver income targets in excess of £3 million in ticket sales each year.
- Build and diversify the audience who experience our artistic programme and increase engagement levels among those who are currently least engaged in arts and culture.
- Engage with a significantly bigger audience than current ticket purchasers, curating a cultural conversation predominantly through the creation and distribution of digital content.
- Develop a segmentation strategy for audiences based on insights from our CRM system (Tessitura).
- Generate additional income from growth of the Almeida Membership and the promotion of auxiliary sales.



JOB DESCRIPTION: MARKETING ASSISTANT

CAMPAIGNS

- Support the Director of Marketing and Communications and the Marketing Officer to create and deliver marketing campaigns.
- Participate in creative campaign planning sessions with the whole Marketing team.
- Undertake research on current and future productions to help inform the campaign strategy.
- Research and contact suitable networks and groups relevant to an individual production in line with the audience development strategy.
- Help write copy and content for online, print and social media platforms.
- Keep up to date with social media trends and suggest ideas to support the digital strategy.
- Assist in identifying and delivering audience development initiatives and new audience groups.
- Update sales spreadsheets as well as track and update campaign activity plans.
- Assist in managing print distribution, ensuring that the theatre print supply is maintained.
- Manage reciprocal marketing swaps with other theatres and organisations in accordance with our data protection and privacy policies.
- Assist in organising photoshoots for production artwork.

DIGITAL AND EMAIL MARKETING

- Support the Marketing Officer in managing the website and delivering targeted email campaigns.
- Look after the day-to-day upkeep of the Almeida website, ensuring all production or event-specific information is up-to-date and accurate.
- Help plan and execute our email communication strategy including writing and proofreading our regular email marketing communications, with a focus on Participation work.
- Co-ordinate pre- and post-visit emails to ticket buyers.
- Assist with data maintenance on Tessitura.
- Collate audience surveys and help write reports to inform future strategic planning.

PRESS, PROGRAMME AND PRINT

- Collect and edit creative team and cast biographies into the house style.
- Help manage the production of posters and printed materials.
- Work with the Box Office to ensure that the theatre print supply is maintained and displayed correctly.
- Support the Press Manager to create and manage the production of programmes for every production.
- Assist with press cuttings and press campaigns where required.
- File and archive all printed materials.
- Update and maintain photography displayed around the theatre and office.



JOB DESCRIPTION: MARKETING ASSISTANT

ADMINISTRATION

- Source, resize and upload images for social media and the website.
- Attend regular team and inter-departmental meetings, taking notes where required.
- Proof reading and ensuring the accuracy of all marketing communications.
- Production of cast sheets or free sheets when required.
- Assist the Press Manager with preparation and facilitation of press nights.
- General administration and any other reasonable duties required by any member of the Marketing team.



EQUALITY, DIVERSITY AND INCLUSION

We want to create and sustain a productive, diverse and inclusive working environment. We ask everyone who works with us to champion this ambition and embed it in their day-to-day work being at the heart of our Actions for Change: Equality, Diversity and Inclusion policy and Anti-Racism Policy and monitored through our Action Plan.

PERSON SPECIFICATION: MARKETING ASSISTANT

- Enthusiasm for theatre and the work of the Almeida.
- Has previous experience working in either marketing or arts administration, ideally theatre.
- Has experience of updating websites and/ or social media.
- Has experience of using email systems for marketing.
- Is confident writing copy for a range of different audiences.
- Strong attention to detail.
- A creative thinker, problem solver and confident decision maker.
- Excellent verbal and written communications skills.
- Ability and confidence in managing relationships with staff across the organisation.

RENUMERATION AND HOURS

This post is offered as a permanent role.

- Salary: £30,796
- Working hours are 10.00am – 6.00pm, Monday to Friday
- Holiday: 25 days per annum (bank holidays are in addition to this)
- Probationary period: 3 months
- Notice period: 8 weeks
- Following 13 weeks' service you will be automatically enrolled into the Almeida's auto-enrolment pension scheme, with NOW Pensions. Alternatively, the Almeida offers a salary sacrifice pension scheme with Scottish Widows following a successful probationary period. You have the option of opting out of joining a pension scheme if you prefer.
- Location: This position is based at the Almeida Offices, 108 Upper Street, London.



ALMEIDA THEATRE

APPLY NOW

Submit your application by Monday 22nd June 12pm via [Marketing Assistant Application Form](#)

Any questions at all, please contact generalmanagement@almeida.co.uk

