

JOB DESCRIPTION

Communications and Marketing Assistant

Reports to: Communications Managers (and works closely with the Marketing team)

Direct Reports: None

Capital Theatres is Scotland's largest theatre charity. Our three distinctive venues in Edinburgh - Festival Theatre, King's Theatre and Studio Theatre - offer over 700 extraordinary performances each year. From drama to dance, to musicals and family shows, live music and pantomime, we entertain and inspire audiences of all ages. We want everyone to have access to the arts in a way that works for them, whether that's on our stages or out in the community. We are committed to nurturing everyone's creative journey, supporting emerging talent and contributing to the future of the theatre sector.

Purpose of the role

The Communications and Marketing Assistant supports the delivery of Capital Theatres' communications, PR and marketing activity. Working closely with the Communications Manager and Marketing team, the postholder will help deliver campaigns, manage media administration, support press activity, maintain promotional materials and ensure audiences receive timely and engaging information about our programme and activities.

Our Vision

To share extraordinary live experiences with everyone, again and again

Our Mission

We build a sense of belonging across our three theatres in Edinburgh, enriching the lives of those around us through the strength of our creative programmes and partnerships

Our Values

We care	We take a people-centred approach We go above and beyond so everyone feels welcome We are thoughtful, respectful and sincere
We share	We are collaborative, transparent and inclusive We truly listen and respond We are committed to widening access
We dare	We rise to any and every challenge We are ambitious in outlook We are courageous
Together we deliver	We have a 'can do' attitude and take pride in our professionalism When we collaborate, there is unmistakable energy We are trusted to deliver a quality experience every time

Implicit is an absolute commitment to equality, inclusion and diversity, representative of the audiences, visitors and communities we serve in the City of Edinburgh and beyond. All employees are internal and external advocates of the organisation and expected to always uphold our values.

JOB DESCRIPTION

Main duties and responsibilities

Media and PR

- Support press activity under the direction of the Communications Managers.
- Manage the press ticketing process by sending invitations and event reminders, monitoring ticket availability and booking tickets via the Box Office system.
- Manage the online media monitoring service including accurate archiving, weekly coverage newsletters and coverage reports
- Maintain the press image library and respond to image requests.
- Prepare and submit event listings to media and online outlets.
- Assist with drafting press releases, briefing materials and web stories as required
- Support the delivery of media campaigns and communications projects.
- Support the delivery of press events including photo calls, launches and opening nights, attending as required.
- Monitor the Comms inbox and responding to requests as required, with the support of the Communications Managers.

Print and Digital Screen

- Coordination and effective use of show print (distribution, front of house display, exit leafleting, etc.)
- Monitor digital screens across our theatres and ensure content remains accurate in collaboration with Marketing Account Managers.
- Liaise with our Media Buyer and suppliers to ensure materials are delivered on schedule.
- Management of print store and recycling
- Maintain accurate records of print store content
- Overseeing and administering overprint and deliveries
- Booking and administering distribution campaigns
- Supporting the production of brochures and in-house publications as required (Proofing, editing content, ordering, etc.)

Campaign Support

- Support the implementation of show campaign activity under the direction of the Head of Marketing and Account Managers, including contacting producers to gather show information and content, ensuring that marketing materials have the correct information and are delivered on time.
- Create and update show webpages when required
- Support Audience Development initiatives including researching and contacting groups about specific shows

Administration

- Maintain department folders (photographs, show campaigns, etc.) and filing out of date content
- Completing purchase orders for Marketing Campaigns Managers as required

JOB DESCRIPTION

General

- Attending events, first nights, etc., both within Capital Theatres and at third party locations
- Maintain excellent working relationships with colleagues across the organisation
- Fulfil any other appropriate duties as required by the Director of Audiences, Head of Marketing, or any other member of the Capital Theatres' management or Marketing and Communications team

Ensuring that the Capital Theatres policies and procedures are followed

- Maintain financial and control procedures
- Comply with relevant legislation and regulations, including Health and Safety, Environmental Health, and Licensing

This is a full-time position and hybrid working can be arranged in collaboration with the Line Manager.

These main duties and responsibilities are indicative and not exhaustive. Other duties may be necessary to fulfil the purpose of the post. This job description may be periodically reviewed and revised by the CEO and the Board in consultation with the post holder.

Person specification

Essential Experience	Desirable Experience
• Experience of using Microsoft Office based packages (Word, Excel, Outlook, Powerpoint) • Experience of administrative work in a busy environment	• Experience working in communications, PR, marketing or audience engagement. • Experience using CMS platforms • Working with journalists in a Communications environment
Essential Skills and Abilities	
• Strong organisational and time management skills. • Excellent attention to detail and proof-reading skills. • Ability to manage multiple deadlines simultaneously. • Confident communicator, both written and verbal.	
Knowledge, Attitude and Behaviours	
• Demonstrable interest in Communications and Marketing • Appetite for learning • A strong team player and a natural collaborator • Flexible attitude to work • A genuine enthusiasm for theatre and the arts and a commitment to wider access and participation in the arts	

JOB DESCRIPTION

Main Terms and Conditions of Employment

	Category	Term
1	Tenure	Full-time, permanent
2	Reporting to	Communications Managers
3	Salary	£27,000
4	Hours	160h / month
5	Annual Leave	35 days per annum (inclusive of all statutory Scottish bank holidays), rising to 40 days after 10 years' service
6	Notice Period	1 month
7	Pension	The Company operates an auto-enrolment pension scheme with 8% employer contribution and 4% employee contribution. Option to increase through additional voluntary contributions
8	Place of Work	Festival Theatre and King's Theatre as required
9	Additional Benefits	The Theatres offer a number of discretionary benefits including:- • Life assurance cover of 3x salary • Free and/or discounted tickets for performances (subject to availability) and Complimentary Friends Membership • 20% discount in the Theatres Cafés
All other terms and conditions of employment are as detailed in the Staff Handbook		