



**Photo: Ikin Yum**

## **JOB PACK**

# **PART TIME MARKETING ASSISTANT (FIXED TERM)**

## **RECRUITMENT: PART TIME MARKETING ASSISTANT (FIXED TERM)**

Thank you for your interest in the role of Marketing Assistant at New Earth Theatre. Following our successful application to the Cultural Recovery Fund Round 2, we are currently recruiting for a committed and passionate individual keen to join our small and friendly team to help us with the day-to-day running of our marketing and communication operations.

This is the application pack in large print. For other versions of this application pack, please visit our website [www.newearththeatre.org.uk](http://www.newearththeatre.org.uk).

Please read through the information below, and to apply, send a CV and cover letter with a completed equal opportunities monitoring form to the team at [admin@newearththeatre.org.uk](mailto:admin@newearththeatre.org.uk). A video up to 10 minutes in length can replace a cover letter if preferred.

The deadline for applications is 12pm on Friday 23rd April 2021.

We will notify applicants with the outcome by email, with shortlisted applicants being invited to an interview. Interviews will take place online on Thursday 29th April 2021.

If you have any questions about the role, would like an informal chat, require the documents to be in a different format or need any adjustments made in order to apply and/or attend an interview, please get in touch on the email above.

As a BESEA (British East and South East Asian) theatre company, it is important to us that the people who work with New Earth reflect the diverse communities we work with. We welcome people from all backgrounds and lived experiences and particularly encourage applications from those from underrepresented backgrounds, including those who identify as BESEA\* or any other ethnic minority, d/Deaf or disabled, LGBT+ and/or working class.

We look forward to reading your application.

Kumiko, Lian, Tammie and Jordan

New Earth Theatre

\*We use the term BESEA to mean those who identify as East Asian or South East Asian living and working in the UK

## ABOUT THE COMPANY

New Earth Theatre is a British East and South East Asian (BESEA) theatre company and charity based in London, founded in 1995 and led by artistic director Kumiko Mendl. We address the underrepresentation of BESEA artists and work through our productions, training and participatory programmes. We produce new work that asks key questions of identity, of the world we live in and our place in that world as well as provide key development opportunities for BESEA talent through the New Earth Academy courses and Professional Writers Programme. New Earth Theatre is a National Portfolio Organisation of Arts Council England, a registered charity and a company limited by guarantee.

For more information about the company's work please visit our website

[www.newearththeatre.org.uk](http://www.newearththeatre.org.uk)

**Job Title:** Marketing Assistant

**Reporting to:** Marketing and Digital Content Manager, Artistic Director

**Contract:** 6-Month Fixed Term Contract at £6,900 (£23,000 per annum pro rata)

**Hours:** 3 days a week (24 hours per week), but we are open to discussing flexible working options.

**Start Date:** Available for immediate start

The funding from the Cultural Recovery Fund gives us the opportunity to build a better picture of the BESEA community landscape in the UK and deepen our understanding of the reach of our programmes and productions. The Marketing Assistant will be working closely with the Marketing and Digital Content Manager to achieve these aims, covering all aspects of marketing and communications in the company. It is initially a fixed term contract, with a possibility of extension should funding allow.

## **Responsibilities:**

### **1. Marketing**

- Assist with the delivery of New Earth's Marketing strategy, working with the NET team, stakeholders and PR company
- Support the Marketing and Digital Content Manager with marketing campaigns and audience development plans, working with the newly appointed Creative Engagement Officer to develop and implement specific audience and participation engagement initiatives that build the reach of the New Earth Academies and our public-facing activity. This includes our touring production of *Miss Julie*, the New Earth Academy programme, oral history project and production of *Tsunagu Connect* and audience development work we are undertaking with Vietnamese communities in Deptford.

- Monitor and analyse ticket sales.
- Assist with creating or sourcing and obtaining rights for images.

## **2. Digital Content**

- Create high quality written and image content for the company website and newsletter.
- Manage the creation and distribution of the newsletter.
- Maintain the NET website.
- Research digital content platforms and new methods of presenting work, including podcasting.

## **3. Social Media**

- Maintain and create content for the company Social Media Accounts (Facebook, Twitter, Instagram).
- Co-ordinate PS swaps with other companies and artists.

## **Qualities:**

### **Essential**

- Previous experience working in an arts or events role/environment (this can be employment, internships and/or volunteer work).
- Excellent communication skills, both written and oral.
- Creative flair and excellent attention to detail.
- Approachability and ability to communicate with people at all levels.
- Great organisational and time management skills.
- Excellent knowledge of social media platforms/tools, and good knowledge in Google Suite and Microsoft Office.
- Able to work both independently and in teams (in person and digitally).
- A passion for the arts and interest in arts marketing
- Share our values of collaboration, access, inclusion and equity.

## **Desirable**

- Some experience of marketing and audience development in the arts.
- Good knowledge of design editing software such as Adobe InDesign.
- Experience of using Mailchimp and/or maintaining a website.
- Some experience of collecting data for reporting purposes.
- Knowledge and awareness of British East and South East Asian theatre.