

## **Communications Assistant**

<b>Department</b>	Sales and Marketing
<b>Reporting to</b>	Senior Communications Manager
<b>Hours</b>	37.5 hours per week (hours are worked to meet the requirements of the role and some evening and weekend work will be required)

### **Main Purpose of the Role**

- This position is a creative and fast-paced role working directly with the Marketing and Sales team to create exciting material that promotes our shows, events and take part activities.
- Working with the Senior Communications Manager, you will help plan and execute a wide range of compelling content as well as assisting with a variety of administrative tasks to support the team including liaising with show PR agencies and assisting with the organisation of Press Nights.

### **Key Responsibilities**

#### **Communications**

- Working closely with internal departments and other partners to support the delivery of a wide range of communication campaigns.
- Maintain website content ensuring consistency of messaging and branding.
- Contribute to imaginative targeted campaigns on social media and other advertising/digital platforms to support marketing and communications campaigns for all NT's shows, events and community activities.
- Liaise with visiting companies and PR agencies to co-ordinate media and communications plans for Norwich Theatre's shows.
- Support in the writing and creation of web content, including blogs, opinion pieces and content for use on social channels.
- Support the Senior Communications Manager with the organising and placing of editorial and advertorial pieces in regional and national publications.
- Support the Senior Communications Manager with proof reading and copywriting for internal publications, including but not limited to programmes, brochures and blogs.
- Assist the Senior Communications Manager in the organisation of the podcast, including liaising with PR teams and artists.
- Work closely with the Design Assistant and Designer and Brand Coordinator to check work follows the organisation tone of voice and is proofed and checked.

- Research and generate content for the News section of the website and help with the distribution of press releases, feature articles, v-/blogs, podcasts, videos etc.
- Assist at press nights and at other promotional or community events to gather content (i.e. interviews, vox pops) as and when required.

### **Research and analysis**

- Collect and distribute results of digital campaigns, including press mentions, Google Analytics and statistical information for website, social media and other digital activities.
- Collect and distribute bespoke findings from specific requests as necessary.

### **Organisational Wide Responsibilities**

- To demonstrate and promote our core values of Creativity, Impactfulness, Honesty, Kindness, Inclusivity and Bravery.
- To seek to advance Norwich Theatre's vision "To make all of our Creative Experiences have wide reaching positive impact."
- To ensure you are always an ambassador for Norwich Theatre's mission: "To provide creative experiences, rooted in the art of Performance and secure in our sense of Place, which generate positive impact for all People and inspire Prosperity in all its forms."
- To comply with all Norwich Theatre policies including Safeguarding, Equal Opportunities, Health and Safety, IT, Data Security and Protection.
- To undergo any training necessary to fulfil the duties of this role and to develop its contribution to the organisation.

## PERSON SPECIFICATION

	<b>Essential</b>	<b>Desirable</b>
<b>Experience &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Good understanding of social media platforms</li> <li>• Basic knowledge of Adobe Creative Cloud packages such as Photoshop &amp; InDesign</li> <li>• Experience of using video and editing software, i.e. Audacity, Premiere</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of CMS &amp; CRM systems</li> <li>• Knowledge of web analytics (i.e. Google Analytics) &amp; audience insights from social media</li> </ul>
<b>Attributes</b>	<ul style="list-style-type: none"> <li>• Enthusiastic, dynamic and motivated, with a desire to learn and develop</li> <li>• Flexible &amp; able to work in fast paced environments</li> <li>• Good team player</li> </ul>	<ul style="list-style-type: none"> <li>• Passion for theatre &amp; arts</li> <li>• Avid user of social media</li> <li>• Interest in engaging with wider audiences and make the arts more accessible</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Strong writing skills</li> <li>• Good organisational skills and attention to detail</li> <li>• Good IT skills</li> </ul>	
<b>Qualifications</b>		<ul style="list-style-type: none"> <li>• BA or MA in Digital Marketing or similar Qualifications</li> <li>• Design / Video Editing Qualifications</li> </ul>

This description is not exhaustive & may change to meet the needs of the business as the strategic vision for the department & organisation evolves. The post holder may be required to perform duties outside of this as operationally required, but within reasonable scope of this role at the request of the relevant manager or director.