



## MARKETING AND EVENTS ASSISTANT

### ROLE DESCRIPTION

**Job Title:** Marketing and Events Assistant

**Reports to:** Head of Marketing & Communications

**Appointed by:** Interview Panel

**Period of Appointment:** Full time 37.5 hours per week  
(office hours are Mon-Fri 9am-5pm, some evening/weekend work will be required)

**Salary: £25,818**

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### PURPOSE OF ROLE

- As Marketing and Events Assistant, you'll work closely with our Head of Marketing & Communications to help plan and deliver creative campaigns that boost ticket sales and grow our audience. You'll play a key role in shaping how people connect with the theatre at every touchpoint.
  - We're on the lookout for an enthusiastic, forward-thinking team player with a passion for marketing and communications. Someone eager to grow their skills, confidently navigate a range of digital platforms, and bring bold, creative ideas to the table.
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### Key Responsibilities

- To manage and update the theatre's website, ensuring that all information is accessible to audiences, up to date and listed correctly.
- Helping to create and develop the theatre's social media output across a variety of platforms. This includes producing and scheduling dynamic and on-brand content, engaging with customers through social media and maximising followers and engagement.
- To assist in the creation of written, visual and video content to highlight the work of the Tyne Theatre and Opera House Preservation Trust, in collaboration with the management team and Trustees.

- To assist the Head of Marketing & Communications in the planning, developing and implementing of effective marketing campaigns for the Tyne Theatre & Opera House's shows, events and community engagement and participation programme.
- To manage and monitor the display of print and marketing material internally and externally, including the organisation of print distribution.
- Use audience and sales data, and social media insights, to report on the success of and inform future activity.
- To create and send e-mailers via DotDigital to target audiences.
- To assist with the co-ordinating of PR activities, including creating press releases, dealing with media requests, and organising/hosting press events.
- To contribute towards the production of marketing materials, including brochures, leaflets, posters and canopy boards.
- To proofread a variety of marketing materials, ensuring a consistent high standard.
- To respond to customer enquiries on the phone and via email.
- To positively and actively assist in the delivery of events collaboratively with all departments.

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### **Person Specification - Essential**

- Relevant work experience (paid or voluntary) or qualification in marketing.
- Demonstrable knowledge of social media platforms and digital marketing.
- Experience creating content for a variety of social media platforms (including video content for Instagram Reels/TikTok) and growing a social media audience.
- Strong written and verbal communication skills (including the ability to write creatively for a variety of platforms and audiences).
- Good interpersonal and teamwork skills.
- Excellent time management and organisational skills.
- Ability to use initiative and be a self-starter.
- High level of attention to detail and excellent proofreading skills.
- Good MS Office and IT skills.
- Comfortable working with data (including sales data and social media insights).
- An active interest in arts and entertainment industries.

### **Person Specification – Desirable**

- Experience using a CMS (e.g Wordpress) and managing a website
- Experience of using an email marketing platform

- Experience using a CRM/ticketing system
- Experience of creating artwork/graphics (Adobe Creative Suite/Canva)
- An interest in cultural heritage

## **Applications**

Closing date for applications is 9am on Tuesday 19th August.

Please send a completed [application form](#) to [jobs@ttoh.uk](mailto:jobs@ttoh.uk) with the subject line 'Marketing and Events Assistant Application'.

Please note CVs will not be accepted. No agencies.