

streatham space project

MARKETING ASSISTANT

JOB DESCRIPTION

Title:	Marketing Assistant
Salary:	£19,000 - 21,000 dependent on experience
Contract:	1-year fixed term contract with possibility to extend
Hours:	35 hrs per week, to include some evenings and weekends where required
Responsible to:	Creative Director
Holiday entitlement:	25 days per year + public holidays
Notice Period:	4 weeks
Probation Period:	6 months

Streatham Space Project (SSP) is an arts venue in south London built to adapt to the needs and wants of our neighbourhood and bring people from all of our different communities together. The venue opened in June 2018, and we spent our first year testing the appetite of its area.

The venue includes a 120-seat auditorium, a rehearsal studio and café/bar.

In our first year of operation we have welcomed over 15,000 visitors. You can read about our first year [here](#) - we hosted theatre, music, comedy, dance, spoken word, family shows, opera, podcasts, civic events, a musical, visual arts exhibitions and everything in between. We've worked with high profile acts such as Kate Tempest, Dara O'Briain, Nish Kumar and actor David Harewood, as well as a whole bunch of fantastic theatre makers, musicians, comedians and artists.

We're now ready to move into the next phase, delivering high quality theatre, music, comedy and visual art to south London.

www.streathamspaceproject.co.uk

The Marketing Assistant will be responsible for implementing the venue's marketing plan, and developing it with the executive team. This role will work across both digital and print with a focus on driving sales and promoting the charities brand. It will play a key part in this young organisation's development so we're looking for someone full of energy, who can work independently and be committed to driving our marketing forward.

This new role is a fantastic opportunity for an ambitious candidate to join a growing organisation. We're looking for a great communicator and a creative thinker with a hands-on, can-do attitude.

Key Responsibilities

- Implementing SSP's marketing plan, developed with the executive team
- Gathering and analysing customer data and areas of growth
- Connecting with existing local and arts networks to drive business

- Complying with GDPR guidelines as set out by the Executive Director
- Managing SSP's marketing budget
- Developing SSP's reach and following, in accordance with the marketing plan
- Building the organisation's brand and brand awareness both in Streatham and its environs and in the wider London theatre and arts scene
- Promoting SSP's artistic programme
- Marketing of our private hire spaces
- Promoting our membership and fundraising opportunities
- Promoting our bar offer in Streatham
- Attending events regularly to get an understanding of our programme and mission

Content

- Curating and creating inspiring content consistent with SSP's brand
- Gathering content from events in the building, including photography, video and vox-pops
- Working with our partners and artists to co-ordinate effective marketing for shows and events
- Designing beautiful & effective print and online photo, video and copy

Online

- Editing and updating the website as appropriate (Squarespace)
- Putting new events on sale via our online ticketing software (Line-Up)

Social Media

- Managing all aspects of SSP's social media output including Facebook, Instagram and Twitter
- Monitoring all social media channels and subscriber lists, responding as required to any issues or direct messages in accordance with our enquiries protocol
- Developing targeted Facebook and Instagram advertising to drive ticket sales for events, and collect and record analytics
- Researching and developing further online and social media channels including Snapchat, LinkedIn, and others
- Growing SSP's social media followers
- Adapting to and exploiting new developments in technology across platforms to increase our marketing pull
- Pro-actively engaging with comments, existing Facebook groups and influencers to promote our events

Mailchimp

- Designing and tailoring attractive mailouts via Mailchimp to our existing audience
- Increasing the rate of sign up to SSP's Mailing list
- Ensuring optimum delivery and open rates

Print

- Organising the printing and distribution of print, including posters and flyers
- Maintaining and updating print in the building

Press

- Writing press releases
- Working with the executive team and trustees to build SSPs relationship with key press
- Growing and maintaining SSP's press list

Person Specification

- Experience / training in marketing
- An eye for design and ability to create great content
- Passionate about the arts and creativity, particularly in a venue responding to its neighbourhood
- Creative and dynamic
- Target driven
- Excellent communication skills, online, on the phone and in person
- Effective time management, organisational and administrative skills
- Analytical
- Able to solve problems independently
- Hands on and flexible approach with a 'Can-do' attitude
- Ability to independently carry out an agreed strategy
- Proven ability to develop their own technical abilities and adapt to changes in marketing technology
- Ability to notice and exploit ongoing trends
- Ability to recognise and reproduce a suitable tone and represent SSPs ethos publicly
- Enjoys working as part of a team
- Ability to engage effectively with a wide variety of different types of people

Desirable Technical Skills

- Experience with marketing platforms, their front-end and back-end analytics
- Basic graphic editing & film editing (Indesign, Premier Pro, Photoshop)
- Experience with customer databases and excel
- Experience with online box office systems
- Experience uploading content to website hosting sites

How to Apply

Please send your CV along with a cover letter (maximum 1 page) and equal opportunities form to hello@streathamspaceproject.co.uk with the subject line **'Marketing Assistant'**

Deadline for applications: 10am, 29th July 2019

Interviews: Week commencing 5th August 2019

SSP may choose to invite applicants to interview before the application deadline.