Seasonal Marketing and Events Assistant
Job Description

1. About us

Established in 1932, Regent's Park Open Air Theatre is the only permanent professional outdoor theatre in Britain. Its steeply raked auditorium is one of the largest in London with 1240 seats, yet those who attend say it is one of the most intimate. It has been leased to our company since 1963 by the Department of Culture, Media and Sport through The Royal Parks. Both the stage and auditorium are entirely uncovered. Each night a truly unique atmosphere is created by the buzz of people enjoying their theatregoing in every sense: friends flooding on to the picnic lawn, filling their glasses with wine and chatting in the bar as the fairy lights twinkle in the trees. Weather and temperature add a thrilling contribution to our work, making the complicity between actor, text and audience distinct at every performance.

From May to September each year the company's productions usually include three plays and a musical. The productions regularly receive award nominations, and the musicals 2009 – 2011 all won the Olivier Award for Best Musical Revival. Recent years have also seen the development of the theatre's Sunday concert programming, with a number of unique performances by high profile names from the worlds of popular music and comedy, as well as open air film screenings. Exploiting the incomparable setting of the Open Air Theatre, the company's policy is to appeal to a broad range of theatregoers, many of whom see their first theatre production here. The ambition is to extend the work of the Open Air Theatre beyond the season, both by utilising the theatre site for other commercial ventures, as well as giving some of our productions a future life; *Into The Woods* is available to download via Digital Theatre, *Crazy For You* transferred directly to the West End, and our 2013 production of *To Kill a Mockingbird* returns to conclude the 2014 season ahead of a UK tour.

Over 130,000 people visit each year during the 17 week season. With a small core team of 11 permanent members of staff, the theatre employs over 200 seasonal personnel (including the acting company) with many staff returning each year. There are approximately 150 performances each season including matinees and some morning performances as well as Sunday performances.

The Board of Trustees delegate the running of the theatre to Artistic Director, Timothy Sheader, and Executive Director, William Village, who are jointly chief executives. The company is a registered charity and a not-for-profit company. It receives no public subsidy and its work is funded entirely by its operating activities. With a turnover of over £3million, the company is fortunate enough to be in a sound financial position.

Prior to the 2012 season, the theatre undertook an extensive redevelopment to replace the box office and entrance, the backstage facilities, return the administration offices to the theatre and upgrade front-of house facilities. Prior to the 2014 season we are replacing all the auditorium seating.

2. The post of Seasonal Marketing and Events Assistant

Contract: Fixed Term Contract, May - September 2014 (dates to be agreed with successful applicant)

Responsible to: Partnerships and Events Manager

An exciting new role for someone with a keen interest and desire to build a career within an arts management environment, the Seasonal Marketing and Events Assistant will support the work of the Marketing and Partnerships Team during the 2014 season. Working closely with the Partnerships and Events Manager you will be responsible for ensuring that partnership events are set up to the highest standards. You will also assist in delivering exemplary customer service to our Members and Patrons and will assist with the organisation of Press Night invitations.

Working closely with the Senior Marketing and Digital Officer, you will support the team in delivering a marketing campaign which meets the company's income and attendance targets. With a hands-on approach and excellent communication skills you will be required to interact with all levels of staff across the organisation and provide office and administration support to the team.

Due to the nature of this position, some evening and weekend work will be required.

3(a). Main Duties – Partnerships and Events

- Working in conjunction with the Partnerships and Events Manager, and in liaison with the Visitor Services and Catering teams, to set up and attend partnership events, including those pertaining to corporates, sponsors, media partners, members and patrons, as well as cultivation events.
- To support the Partnerships and Events Manager in delivering benefits to all partners.
- To foster and maintain relationships with a variety of partners and potential partners.
- To assist the Partnerships and Events Manager in co-ordinating Press Night invitations, acceptances and ticketing of the Press Night events.

3(b). Main Duties – Marketing

- Working in conjunction with the Senior Marketing and Digital Officer, assist with the implementation of the marketing campaign across all platforms including, but not exclusively, social, digital, print, promotional and tourism.
- To assist with the delivery of the BREEZE scheme for 18-25 year olds, including attendance at BREEZE events.
- To assist with press events as required, including attendance at Press Nights.
- To assist with the preparation of production programmes.
- To proof read marketing materials.

3(c). Main Duties – General

- To provide general office and administration support to the Marketing and Partnerships Team.
- To carry out research and project based work as required.
- To help facilitate and promote a good working relationship with other key departments.
- To represent the company with diplomacy, discretion and courtesy at all times.
- To comply with all company policies, including those relating to confidentiality, health and safety, and social media, and undertake any other reasonable duties as required by your line managers and the senior management.

4. Person Specification

4a) Essential

- A keen interest and desire to build a career within an arts management environment, with a demonstrable interest in theatre;
- A positive attitude with excellent self-motivation and ability to work on your own initiative whilst working effectively within a team;
- Organised, calm and tactful approach with the ability to work flexibly under pressure, to prioritise and to meet deadlines;
- Attention to detail and the highest standards of presentation;
- Excellent written and spoken English with a strong ability to communicate effectively with people at all levels, both internally and externally, in a confident and friendly manner;
- Good computer literacy including Microsoft Word and Excel, and a working understanding of social media;

4b) Desirable

- Educated to degree level;
- Mac in-design and video editing;

5. Principal Terms and Conditions

- Fixed Term Contract, May - September 2014 (dates to be agreed with successful applicant)
- Salary: £18,000 pro-rata.
- With average 40 hours per week, office hours are Monday to Friday, 10 am to 6pm, with some evening and weekend work required in line with events.
- Owing to the seasonal nature of the operation, you are unable to take annual leave during the engagement, for which payment in lieu will be made.
- Full terms and conditions will be confirmed with the successful candidate.

6. How to apply

Please download and complete the application form. Please e-mail it to jobs@openairtheatre.com.

For an informal discussion about the post, please telephone Marianne Richardson, Partnerships and Events Manager on 020 7487 4957.

Closing date: 10am 25 February, 2014
1st Interview: 4 March 2014; 2nd Interview: 10 March 2014

Regent's Park Theatre Ltd. will consider all qualified applicants equally, regardless of race, colour, ethnic origin, gender, age, sexual orientation, religion, political beliefs, marital status or disability.