

# THE YARD THEATRE:

## FREELANCE MARKETING PROFESSIONAL

### BACKGROUND

The Yard is a multi-award winning 110-seat theatre, bar and music venue, located in a repurposed warehouse in Hackney Wick. Founded by Artistic Director Jay Miller in 2011, The Yard has established itself as a theatrical necessity with a reputation for upending theatrical traditions, as well as one of London's most diverse and exciting venues for experiencing new music at late night events every weekend.

The Yard is at the centre of its community, reaching thousands of local people every year through programmes in local schools and the community centre it runs in Hackney Wick, Hub67. From here it runs creative projects for young people aged 4-19 years to make bold work for The Yard's stage, and offers regular activities and resources for local people.

### THE PROJECT

The Yard seeks an experienced freelance marketing professional to support the Marketing & Communications Manager part-time on the delivery of two campaigns over 4 months as the department restructures in 2019.

- Weekly newsletters
- Design and implementation of digital campaign to support both shows
- Managing a budget and delivery of a package of digital advertising
- Creation/design of digital assets to deliver campaigns
- Coordination of print marketing campaigns
- Market research/campaign design to support delivery of box office targets

### THE SHOWS

- **SEX SEX MEN MEN by Pecs Drag Kings** - 26 February - 9 March  
Pecs Drag Kings create a new show mixing drag and cabaret and exploring sexuality and gender.
- **In house production** - 27 March - 11 May  
Artistic Director and founder Jay Miller directs a contemporary version of a classic text.

## **DETAILS**

Yard contact: Marketing & Communications Manager

Fee: £3,500 (dependent on experience)

Engagement: anticipated to be up to 320 hours across the period of the engagement. Flexible hours as agreed with the Marketing & Communications Manager.

Period of engagement: January 2 - March 31st

## **PERSON SPECIFICATION**

### **Essential**

- 2+ years professional experience in theatre marketing
- Proven experience using social media and social media analytics (Twitter, Facebook, Instagram), including running sponsored campaigns
- Experience using Adobe software (Photoshop, InDesign)
- Experience building newsletters and managing mailing campaigns
- Experience managing budgets and working to deadlines

### **Desirable**

- Prior knowledge of The Yard and its programme
- Prior experience using ticketing software, in particular Spektrix
- Experience in filming and editing video

**To apply, please send a CV and covering letter of no more than 1 A4 side to [recruitment@theyardtheatre.co.uk](mailto:recruitment@theyardtheatre.co.uk) with the subject line **FREELANCE MARKETING APPLICATION** by 5pm on Wednesday 12th December**

## **PROJECT BRIEF**

### **Digital Marketing**

- Promote theatre events across social media channels.
- Engage with audiences on Twitter and Facebook.
- Create and send newsletters and pre/post-show emails using Dotmailer
- Support the creation of programme content (e.g. images, videos, blogs) as well as their distribution
- Create visual digital assets using design software
- Proactively maintain and update The Yard website using Wordpress.
- Organise reciprocal digital marketing with other organisations, in newsletters and on social media

### **Box Office**

- Support the Front of House Team in processing bookings using The Yard's ticketing software, Spektrix
- Pull ticketing data and stats from Spektrix to report weekly

### **Print Marketing**

- Support in the creation and distribution of print assets both locally and through distribution services

### **Research**

- Build a database of relevant networks, organisations and institutions and contact them about the shows

### **Evaluation**

- Gather and compile relevant data from shows for evaluation including from post-show surveys and ticketing software

### **Budget**

- Stick within budgets for projects, ensuring no-overspend
- Submit invoices via The Yard's online accounting software

This is guide to the freelance role, duties will evolve with the postholder.