



Hello,

Thank you for your interest in the role of Marketing and Box Office Assistant at The Yard Theatre.

Please read all the information provided in this pack. To apply, please complete this application form online <https://goo.gl/forms/mIXRO1VZusP74fvd2>. Please do not submit a CV.

If you have any questions about the role, or if you require the forms in a different format, please don't hesitate to contact us at recruitment@theyardtheatre.co.uk or by calling 020 3111 0570.

Applications must be received no later than **10am on Thursday 21st March**.

Interviews will be held on **Tuesday 26th March**.

We look forward to reading your application.

Kind regards,

Alex Krook
Marketing & Communications Manager

ABOUT THE YARD

In 2011 a group of volunteers, led by Jay Miller, converted a disused warehouse in Hackney Wick into a theatre, bar and kitchen. We called it The Yard. Due to be here for 3 months, we are still here 8 years later and, as recognition of our success, in 2018 The Yard joined the Arts Council's National Portfolio.

Theatre

The Yard provides a safe space for artists to grow new ideas, and for audiences to access outstanding new work. A multi-award winning theatre and described as *"the most important theatre in east London"* (Time Out), The Yard is committed to:

- Discovering and developing new artists.
- Exposing stories from the edges of society.
- Interrogating the process of writing for performance.

In an area buzzing with artists and potential, The Yard has rapidly established itself as a theatrical necessity, with a reputation for upending theatrical tradition and, injecting creativity and fearlessness into wider contemporary culture. We've supported artists to produce ambitious new work that communicates contemporary, unheard stories and ideas in new, innovative theatrical forms. Producing bold, politically-charged, unapologetically live new work, our success has led to two transfers to the National Theatre, international tours and partnerships with theatres including the Royal Court and Young Vic. Through our ability to identify artists and inspire new work, The Yard has become a leader in the future of theatre.

***"It's a beacon of exciting, progressive new work in theatre-poor east London and a real model for what a theatre can and should be in the twenty-first century"* Time Out**

Music and Events

The Yard is one of London's most exciting late-night venues. We're fully independent and aim to provide a platform for some of London's most exciting collectives, crews, DJs, performers and artists with a real focus on events organised by and for those who find themselves under-represented in London's cultural landscape. We host over 100 late-night events each year which fill our bar space with people dancing until the early hours.

***"Hackney Wick's current go-to spot"* Time Out**

We're proud to currently collaborate and host a diverse range of promoters, parties and organisations, including Inferno, Beauty & The Beat, Knickerbocker, Pride of Arabia, Brainchild, inner u, BBC AZN Network and more. Alongside our late-night programme, we also host a range of events and hires, including film festivals, contemporary dance, comedy shows and concerts.

Local

Bordering Tower Hamlets and Hackney, and next to the Olympic Park, The Yard is in a rapidly changing part of the UK. We are a key part of the fabric of Hackney Wick, a recognised and respected grassroots venue that has grown with the community since 2011. Our local programme focuses on ensuring young people have access to the arts, and using our spaces to bring local residents together. We aim to deliver a civic service as a theatre, build community cohesion and ensure The Yard is representative of our diverse locale.

We run a community centre, Hub67, from which we deliver innovative, creative activity for local residents, with a focus on children and young people. Each week we welcome over 80 local people through the doors of Hub67 to take part in high-quality, meaningful activity. We are shortly set to open a second community space in East Village. This space will serve the local residents of E20, providing a hireable venue for events and meetings, a space for participatory activity, workshops and classes, and a place for the community to come together.

The Yard Theatre, Unit 2a Queen's Yard, White Post Lane, London, E9 5EN

www.theyardtheatre.co.uk

A Registered Charity: 1144028

VAT Registered: 202970724

A Registered Company: 7664276

MARKETING AND BOX OFFICE ASSISTANT
JOB DESCRIPTION

We are looking for a dynamic and friendly individual to join our marketing team and support on the communication and marketing of our theatre, local and music & events programme, as well as the day to day running of our Box Office. This will include leading on campaigns for our shows with young people, development of our local audience, and promoting cross-pollination of audiences across all three strands of our work.

The Marketing and Box Office Assistant will be take a supporting role in meeting Box Office targets and the audience development aims of the organisation. This role is suitable for someone with a commitment to continue developing a career in Theatre Marketing.

Job Details

Responsible to:	Marketing & Communications Manager
Responsible for:	Marketing, Box Office, Sales
Key relationships:	Theatre Producer, Assistant Producer, Local Producer, Music & Events Producer, Front of House Manager, Front of House Coordinator
Terms:	Permanent, 3 months probation period
Hours:	10:00 - 18:00 Monday-Friday, with some evening and weekend work required
Pay:	£20K - £23K, dependent on experience
Annual Leave:	20 days of annual leave plus Public Holidays, rising to 25 after 12 months of service

Benefits

- Training and development opportunities
- Personal complimentary ticket for all performances and events at The Yard, as well as one complimentary ticket for a guest (all members of the team are encouraged to contribute to the artistic life of the venue)
- Staff discount at The Yard bar and kitchen
- Pension: as part of auto-enrolment you may be eligible for The People's Pension

Equal Opportunities

The Yard is an equal opportunities employer. We're working hard to make sure all aspects of our theatre are representative of the world we live in. We are also committed to meeting all access requirements; just let us know what you need.

Key Responsibilities

Box Office:

- Building Spektrix events for shows including seating plans and price lists
- Setting up offers and promotions
- Setting up sales reports for visiting companies and staff members
- Exchanging tickets and managing other ticketing requests
- Pulling Box Office data and reporting on it in company meeting
- Designing and uploading e-tickets for shows

Evaluation and analytics

- Setting up online surveys for audience feedback
- Gathering evaluation data for show evaluation from Spektrix and SurveyMonkey
- Analysing effectiveness of marketing campaigns using social media analytics including click-through rates of adverts + advertising/social media engagement
- Assist on compiling data for annual reporting to Arts Council England and other funders

Campaigns and audience development

- Lead on the campaigns for The Yard's shows with Young Artists
- Lead on campaigns and strategies developing The Yard's local audience, including developing the Yard Local Card offer
- Support in campaigns to cross-pollinate audiences of the Theatre, Music & Events and Local programmes

Design

- Creating assets for digital marketing using Photoshop and InDesign
- Collating information for and designing free sheets

Distribution:

- Organising Local print drops and local hand-to-hand distribution
- Organising London-wide venue drops and hand-to-hand distribution

Website:

- Gathering relevant marketing information from artists and liaising with artists for copy and imagery sign off
- Editing copy to be in-house style
- Building pages and show event pages on the website
- Making edits to web pages

Social media

- Supporting on social media content creation and posting
- Supporting on setting up sponsored content and advertising on social media
- Setting up PS and tweet swaps and data sharing with other organisations

Newsletters:

- Building and sending regular marketing newsletters
- Building and scheduling pre and post-show emails
- Building and sending miscellaneous emails and invites as required

General

- Work closely with the Theatre, Local and Music & Events producing teams to ensure the breadth of The Yard Theatre's work is effectively communicated to audiences and stakeholders.
- Attend departmental and Company meetings as required
- Act as an ambassador for The Yard by sharing the enthusiasm and passion the organisation represents

- Comply with The Yard's policies including Equality, Diversity & Inclusion, Health & Safety, Fire, Safeguarding, and all other policies that are included within the Organisation Handbook
- Always look for ways to improve the organisation and actively feedback constructive ideas
- Support colleagues at all times and be prepared to take on any other reasonable duty, as required, to ensure the organisation always performs at its best
- Take an active role in your continuing professional development, identifying relevant training and opportunities

Person Specification

Essential Skills

- At least one year's experience in a theatre marketing or related role
- Working knowledge of Spektrix or a similar ticketing system
- Working knowledge of Facebook, Twitter and Instagram
- Good IT skills including Microsoft Word, Outlook and Excel
- Strong copywriting skills and grasp of grammar and spelling
- Ability to remain calm under pressure and in dealing with unexpected situations.
- Skilled in solving problems creatively
- Ability to manage time and prioritise workload – both individually and within a team
- Resourceful and reliable

Desirable Skills

- Working knowledge of Photoshop, InDesign or similar design software
- Experience in Google/social media analytics
- Experience in videography and video editing

Working style and Interests

- An energetic and self-motivated approach to work, with an ability to organise and prioritise a demanding workload, working effectively with minimal supervision
- Ability to learn quickly and on the job
- An interest in The Yard's theatre, music & events and local programmes and an understanding of and interest in the theatre industry more widely
- A willingness to contribute wholeheartedly to the efforts of the team

**This is a guide to the role of Marketing and Box Office Assistant.
Responsibilities are likely to evolve with the post-holder.**