

# Marketing & Theatre Administrator

Role Description



<b>Role Title:</b>	Marketing and Theatre Administrator
<b>Directly Reports To</b>	Marketing and Communications Director
<b>Indirectly Reports To</b>	Director
<b>Effective Date</b>	19 March 2019
<b>Role Purpose</b>	To facilitate the smooth operation of the Marketing and Communications function of the Gate Theatre. To support the Director of Marketing and Communications in the practical delivery of marketing activity and campaigns and to provide administrative support as necessary. To provide limited administrative support to other departments and to the business generally.
<b>Key Results Areas</b>	<ul style="list-style-type: none"> <li>• To maintain the efficient running of the office and ensure that day-to-day administrative duties are carried out, including: <ul style="list-style-type: none"> <li>• the office reception;</li> <li>• answering the telephone, taking messages, filing information and dealing with general enquiries;</li> <li>• ordering and receiving of goods (including office consumables) and recycling waste;</li> <li>• collection and delivery of standard and electronic mail;</li> <li>• responding to answerphone messages;</li> <li>• general correspondence and filing;</li> <li>• other administrative duties as required.</li> </ul> </li> <li>• Daily management of all marketing campaign materials.</li> <li>• Liaise with Front of House to ensure FOH displays are timely and appropriate</li> <li>• To act as the main administrator and point-of-contact for the Gate Theatre website, drafting news stories, uploading images, proofing content, building new webpages and ensuring content is at all-time up-to-date, accurate and relevant. Supporting the Director of Marketing and Communications with the development of site content and functionality to maximise user experience and build Gate brand.</li> <li>• To adhere to campaign deadlines and work alongside the Gate Theatre design and production teams to ensure strict delivery and sign-off deadlines are met and adhered to.</li> </ul>

	<ul style="list-style-type: none"> <li>• To assist in all other elements of the Gate’s digital comms strategy, including updating listings sites, building and sending direct emails, digital marketing campaigns, etc.</li> <li>• To act as the main coordinator of the Gate tourist outreach programme, working with the support of the Director of Marketing to roll-out the necessary activities and build networks</li> <li>• To undertake copywriting, proofing and design work as required</li> <li>• To work with the Director of Marketing to develop the Gate’s audience outreach to diverse demographics and networks</li> <li>• To assist with the creation, design and production of print collateral</li> <li>• To support the Gate press and publicity work, including by liaising with media and issuing press releases, invitations and images as requested</li> <li>• To assist with event management and planning, including opening nights at the Gate, Late at the Gate, post-show talks, Culture Night, etc. and ownership of invitation lists.</li> <li>• To act as a Gate brand ambassador and at all times to monitor and safeguard the Gate brand across platforms and publications</li> <li>• Assist with management of the Gate Theatre archive. Answer queries, maintain organisation and ensure all materials are safely stored and easily accessible.</li> </ul>
<p><b>Other Responsibilities</b></p>	<p>To carry out other tasks as may be required by the Director and the Marketing and Communications Director</p>
<p><b>Key Performance Indicators</b></p>	<ul style="list-style-type: none"> <li>• Timely and efficient day-to-day running of both front and back house administration</li> <li>• Completion of required tasks by assigned deadlines and to agreed standards</li> <li>• Other KPIs to be agreed on a project by project basis</li> <li>• Consistent communication on project/job status to staff as well as Direct and Indirect Managers.</li> <li>• Accurate and complete delivery of assignments – a keen attention to detail is key</li> </ul>
<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>• Demonstrable experience of working successfully to deadlines and brand guidelines.</li> <li>• Experience working in a theatre or creative industry a definite plus.</li> <li>• Experience using design software (Adobe Creative Suite, Camtasia, etc.) a plus.</li> </ul>
<p><b>Hours of Work</b></p>	<ul style="list-style-type: none"> <li>• Strictly Monday to Friday, 9.30am-6pm</li> <li>• From time to time, based on Gate Theatre business needs, you may be required to work hours in addition to the normal working hours, particularly around events</li> <li>• Time off in lieu will be granted in the case of any extraordinary weekend or out-of-office work</li> </ul>