

Marketing & Production Assistant

Role Description



Role Title:	Marketing and Production Assistant
Directly Reports To	Marketing and Communications Director
Indirectly Reports To	Director
Effective Date	20 August 2019
Role Purpose	To facilitate the smooth operation of the Marketing, Communications and Production 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 production team generally.
Key Results Areas	<ul style="list-style-type: none"> • Daily management of all marketing campaign materials. • 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. • To assist in all other elements of the Gate's marketing strategy, including updating listings sites, building and sending direct emails, digital marketing campaigns, etc. • 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 • To undertake copywriting, proofing and design work as required • To work with the Director of Marketing to develop the Gate's audience outreach to diverse demographics • To assist with the creation, design and production of printed collateral • 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. • To act as a Gate brand ambassador and at all times to monitor and safeguard the Gate brand across platforms and publications • Assist with management of the Gate Theatre archive. Answer queries, maintain organisation and ensure all materials are safely stored and easily accessible. • Liaise with Front of House to ensure FOH displays and signage are timely and appropriate.

	<ul style="list-style-type: none"> To maintain the efficient running of the office and ensure that day-to-day duties are carried out, including: <ul style="list-style-type: none"> the office reception; answering the telephone, taking messages, filing information and dealing with general enquiries; ordering and receiving of goods (including office consumables) and recycling waste; collection and delivery of standard and electronic mail; responding to answerphone messages; general correspondence and filing; other administrative duties as required.
Other Responsibilities	To carry out other tasks as may be required by the Director, Executive Producer, and Marketing and Communications Director
Key Performance Indicators	<ul style="list-style-type: none"> Timely and efficient day-to-day running of both front and back house administration Completion of required tasks by assigned deadlines and to agreed standards Other KPIs to be agreed on a project by project basis. Consistent communication on project/job status to staff as well as Direct and Indirect Managers. Accurate and complete delivery of assignments – a keen attention to detail and ability to follow instruction is key. Organisation and oversight of brand materials, marketing activities and office needs.
Experience	<ul style="list-style-type: none"> Demonstrable experience of working successfully to deadlines and brand guidelines. Knowledge of Irish and International Theatre history, culture and industry practices. Experience working in a theatre or creative industry a definite plus. Experience using design software (Adobe Creative Suite, Camtasia, etc.) a plus.
Hours of Work	<ul style="list-style-type: none"> Strictly Monday to Friday, 9.30am-6pm 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 Time off in lieu will be granted in the case of any extraordinary weekend or out-of-office work