

Marketing Assistant

Job Description: Marketing Assistant

Responsible to: Marketing Manager

Overall Purpose

Working closely with the Marketing Manager and the Marketing Officer, the Marketing Assistant will implement and monitor marketing and sales campaigns for National Theatre of Scotland (NTS) performances, projects and events to meet the Company's income and attendance targets.

Main responsibilities

- Support the delivery of marketing campaigns for NTS productions, recruitment, events and projects as required.
- Ensure that the NTS What's On website pages are up to date, accurate, and offer an excellent customer service experience whilst promoting ticket sales.
- Collate audience data, manage the sending of NTS audience research surveys and prepare reports and analysis on these as required.
- Write engaging and persuasive marketing copy to promote NTS shows, events and projects.
- Support the delivery of audience development initiatives by researching, contacting and developing relationships with relevant groups.

Specific Duties

Venues, sales and ticketing

- Assist in maintaining regular contact with touring venues' Marketing, Box Office and Front of House departments, and provide them with all the information and assets they require (brochure copy, imagery, digital content, box office information packs, ticket holds, print, etc.).
- Use our CRM ticketing system Spektrix to ensure our database is up-to-date and accurate, delivering support to other users across the company, keeping data organised efficiently and ensuring all practices meet GDPR best practice.
- Set up performances and events on Spektrix as required.
- Collect box office sales data from venues and compile the weekly sales report.
- Manage NTS ticket holds and allocations via venue box offices and on Spektrix.
- Assist with managing Opening Nights events by collating and maintaining guest lists, creating event summaries, organising hospitality and providing assistance at those events
- Assist with the management of pop-up box office operations that may be required for site specific projects.
- Manage NTS' branding and presence at venues to ensure we have good visibility at these.

Print and merchandise

- Coordinate the proofing of all marketing communications as required, both internally and with external partners.
- Manage the NTS print and print store, including sourcing quotes for print production and organising the timely delivery of all print to venues, outdoor media and distribution companies.
- Plan, coordinate and manage NTS' merchandise stock and online shop, including production of items, listing on Spektrix, maintaining and updating the online shop and fulfilling merchandise orders to increase revenue and promote the company's brand.

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- Coordinate the delivery, sales and collection of merchandise stock to venues where required.
- To be the point of contact for the NTS Archive and organise the transfer of all materials to the Scottish Theatre Archive on an annual basis.

Organisational Requirements

Be willing and able to attend NTS events, performances, projects and meetings out with normal working hours as required.

Use ICT applications to service the post's administrative needs.

Work towards the achievement of NTS organisational goals.

As the post holder may be the first point of contact for external organisations and individuals, they are expected to remain up to date with and aware of NTS performances, projects and events and to offer a high standard of customer care at all times.

As the post will require the handling, processing and recording of restricted information, confidentiality is required to be maintained at all times.

Any other duties as required by the line manager.

Person Specification

Skills and Experience	Essential	Desirable
Demonstrable interest in marketing	√	
Appetite for learning	√	
Confident user of Microsoft-based packages, in particular Excel	√	
Ability to deal with a high-volume workload in a high-pressure environment.	√	
Attention to detail.	√	
Good communication and organisational skills.	√	
Ability to work alone or as a member of a team.	√	
A positive, proactive and flexible approach.	√	
An interest in theatre and the arts.		√
Identifying as from any of the Company's priority underrepresented groups including people of colour, deaf or hard of hearing people, disabled people, Gaelic speakers, BSL users, neurodiverse people.		√



Marketing Assistant

Terms and Conditions of Employment

Annual salary: £22,500

Status: Full time permanent contract

Holiday Entitlement: 34 days per annum (including public holidays) for full time staff

Probationary period: 6 months

Notice period: 1 month

Pension: We make an 8% contribution into our group personal pension plan on condition that the employee makes a minimum contribution of 4%.

Place of Work: Based in our creation centre Rockvilla in Glasgow at 125 Craighall Road Glasgow, G4 9TL, but will be expected to attend events, performances, and briefings wherever our presence is required.

Hours of work: 35 hours per week and as necessary to fulfil the scope of responsibilities within the post, including attendance at NTS performances and events out with office hours.