

Marketing Assistant



Job Description
Person Specification

May 2019

G Live is one 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

Located in the heart of the prosperous Guildford town centre, G Live is a remarkably flexible venue capable of accommodating the varied needs of professional touring shows and local community organisations, as well as being a vital linchpin within Guildford's business and leisure tourism offer. The Main Hall is a highly flexible space with a seated capacity of 1,031 rising to 1,700 in standing format. It has class-leading acoustics, excellent technical facilities and is highly accessible. The venue includes the Bellerby Studio and the Glass Room (both 100 capacity) and a range of meeting and function rooms.

Employment type: Full Time

Salary: £18,500 per annum, dependent on experience, ability and potential

Hours: 40 hours per week, with some flexibility of working times, in line with requirements of the job. This may include evenings, weekends and bank holidays.

Work location: You will be based at G Live, London Road, Guildford and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

Purpose of the role: As part of the Marketing team, the Marketing Assistant is responsible for managing G Live's media relations, advertising campaigns and promotional activities. With the Assistant Marketing Manager, the Assistant also looks after our social media development and managing the G Live website.

Our ideal candidate: Will be a lively team member with an interest in live entertainment, willing to take on new projects and learn the skills of marketing a busy venue.

For an informal discussion contact: Sally Anne Lowe, Marketing & Sales Manager
01483 739045 salowe@glive.co.uk

Closing date: 12 noon, Friday 31 May 2019

How to apply: Complete the HQ Application Form available at glive.co.uk and submit with a covering letter to applications@glive.co.uk Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board! Enclose a CV too if you wish, but please complete the form.

REPORTING

You will report to the Marketing & Sales Manager.

KEY ACCOUNTABILITIES

As delegated by the Marketing & Sales Manager, implementation of tactical marketing and press activities in relation to the range of events and activities at G Live, so as to achieve agreed objectives and targets, within budget. This includes:

- Planning and buying media advertising space
- Maintaining and growing relationships with journalists and media contacts
- Planning and organising promotional activities, such as interviews, photocalls, and G Live stands at events.
- Taking responsibility for selecting and managing joint activities with the G Live local charity of the year
- Updating the G Live website
- Implementing the sales process for each new show or event, in collaboration with the Assistant Marketing Manager and Ticketing Manager
- Creating content for social media
- Undertake any relevant training and development that may be required.

OTHER DUTIES AND RESPONSIBILITIES

The post holder will:

- Ensure all duties are carried out in accordance with departmental and company Health & Safety procedures.
- Dress in accordance with Company uniform policy and wear protective clothing as issued, if applicable.
- Attend meetings as required.
- Carry out any other duties as required from time to time, taking into consideration the grade of the post and the capabilities of the post holder.

PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

ESSENTIAL

- Experience of marketing in a live entertainment environment
- Proven ability to build strong relationships with promoters, other partners and internal teams
- Demonstrable project planning and budgeting skills, and evidence of high-level organisational ability
- Significant experience of working with Web content management systems
- Familiarity with methods of developing audiences for performances and events
- The drive to exceed targets and work to deadlines
- A commitment to delivering excellent customer service
- The ability to perform well as part of a team and take on a lead role in projects as required
- High level of literacy, computer literacy, and numeracy appropriate to the requirements of the Post
- High level communication skills and an excellent manner when dealing with the public, stakeholders and industry colleagues
- Excellent creative writing and proof reading skills
- An ability to be flexible to business needs and work calmly and effectively under pressure
- A pro-active and positive approach to solving problems in a prompt and independent manner
- Excellent attention to detail
- Educated to degree level

DESIRABLE

- Experience of Microsoft Publisher and Adobe Photoshop
- Experience of working with a Box Office ticketing system
- Knowledge of print production process
- Social media skills, including use of analytics

PERSONAL

- Good sense of humour
- A passion for live theatre and entertainment
- Ambition and drive with the ability to learn quickly

- A flexible attitude and willing to work to meet programming requirements, including evenings, weekends and banks holidays as required.
- A willingness to undertake developmental opportunities