

Job Description: Marketing Assistant

Key Information

Department	Marketing
Responsible to	Marketing Director
Key relationships	Marketing Director, Marketing Officer, Box Office, Outreach, Development, Catering
Contract	Fixed term (12 months)
Hours	32 hours a week (0.8 of full time) excluding a lunch break. The working pattern and hours are open to discussion, but Friday is a key working day. Some evening or weekend work is required to fulfil the role. Time off in lieu will be agreed for hours worked over 32 per week.
Location	The Watermill Theatre, Bagnor, Newbury, RG20 8AE. Due to the nature of this role, we would anticipate that the postholder would spend the majority of the week based at the theatre, but we operate a flexible/hybrid working practice and are open to a discussion about how this might work for you.
Salary	£23,795 pro rata
Benefits	Free onsite parking, discount in restaurant and bar, two complimentary tickets per production
Pension	Contributions to Employer's Workplace Pension Scheme (5%)
Annual leave	5.6 weeks pro rata

Overview

We are looking for an organised and enthusiastic Marketing Assistant to join The Watermill's Marketing team.

We are a small but busy team, working to highlight and champion the work happening on and off-stage in our 200-seat producing theatre, reaching audiences old and new, offering insights and behind the scenes glimpses of all the activity at our unique site nestled on the banks of the River Lambourn.

We are looking for someone who loves theatre, is organised and self-motivated, knows their TikTok from their Instagram, writes captivating copy, has an eye for design and can manage a busy workload.

Main Purpose of Role: To work with the Marketing team to create and deliver an innovative marketing and communications strategy for The Watermill Theatre and all its work.

Duties and Responsibilities

Individual Responsibilities:

- Creating and sending Marketing emails using Dot Digital.
- Regularly updating the Watermill website using the content management system to ensure information is up to date.
- Updating and maintaining front of house display areas and signage.
- Creating content using Canva for the website and social media, including resizing images, simple video editing and artwork layouts.
- Managing the Watermill social media platforms including planning the schedule (in collaboration with the marketing team), scheduling posts, writing copy and regularly checking and responding to comments and messages.
- Collating press coverage and quotes from online resources, newspapers and magazine articles.
- Supporting show campaigns and marketing activity.
- Maintaining and updating print distribution lists and delivering print to local sites.
- Updating restaurant menus and signage.
- Working across other departments in the organisation to support with the marketing of Outreach, Development and the Restaurant.

Organisational Commitments:

- Carrying out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post.
- Undertaking relevant training and development as required.
- Driving change through actions and words that advocate inclusion and equality, creating a culture that recognises and celebrates diversity.
- Being accountable for the safety of yourself and others, in line with our Health & Safety Policy.
- Creating a positive working environment, underpinned by the organisation's values.
- Ensuring we are collecting and using data to inform decisions, demonstrate our impact and fulfil our funding conditions.
- Complying with all legal requirements relating to the General Data Protection Regulation (GDPR).
- Contributing to our environmental sustainability goals.

Person Specification

Who We Are Looking For: The successful candidate will be organised, articulate and self-motivated, eager to learn and to get stuck in with the team. Ideally, you will have some experience working in a theatre or marketing, but the ability to demonstrate excellent communication skills, a knowledge of social media, attention to detail is key, as is a keen interest in the arts and a commitment to the theatre's ethos.

Essential Criteria:

- A genuine enthusiasm for and interest in theatre and marketing.
- Excellent written and verbal communication skills including copywriting and proofing with absolute attention to detail.
- An eye for design, with the ability to create eye-catching visuals and take photos for social media usage.
- Collaborative with a proven ability to work within a team.
- Strong organisational skills with the ability manage multiple priorities and deliver to tight deadlines.
- Sound numeracy skills.
- A confident and professional manner with a positive can-do attitude.
- Self-motivated and able to work independently.
- Physically able to lift and carry print materials and to put posters up internally and externally.
- Excellent computer skills including a proven ability to work with Microsoft Office packages.
- Willingness to work some evenings and weekends when required.
- Driver and car owner.

Desirable Criteria:

- Experience working in a theatre or in marketing.
- Experience using Canva or the Adobe suite.
- Regular user of social media platforms.
- Knowledge of email marketing platforms, Box Office software or updating websites.

Submitting Your Application

How To Apply

Please send your CV, cover letter explaining why you want to work for The Watermill and how you meet the person specification, and completed Equal Opportunities monitoring form (details below) to Emily Beck (Theatre Administrator) via admin@watermill.org.uk or via the address below:

Theatre Administrator
Watermill Theatre and Restaurant
Bagnor
Newbury
RG20 8AE

When forming our shortlist for interview, all applications will be considered anonymously, and your name and any names of employers will be redacted from your supporting statement and CV. Our selection panel will only have access to these details once you have been invited to interview.

Closing date for applications Thursday 25 July at 12pm (midday)

Interviews week commencing 29 July

For further information about the organisation, please take a look at our [Working at The Watermill](#) guide.

Equal Opportunities

The Watermill Theatre is committed to equal opportunities for all. We believe that a diversity of perspectives enriches our work and we have an equality of opportunity approach that aspires to give everyone the chance to achieve their potential.

[Please find our Equal Opportunities monitoring form here.](#) This information will be used to enable us to continue to develop policies and procedures regarding diversity and to submit required data to our funders. The information you supply will not be made available to anyone, including recruiting managers, in any form other than anonymous data.

We are a Disability Confident Committed employer and will guarantee an interview to any applicant who self-identifies as D/deaf or Disabled, or from a Global Majority background, and meets the Essential Criteria. If you regard yourself as having these characteristics, please state so clearly on your cover letter.

If we can support your application by offering an alternative format, please do let us know by contacting admin@watermill.org.uk. Likewise, we want to ensure interviews are as accessible as possible, so please do let us know in your application if there is anything we can do to support this.