

## **JOB DESCRIPTION**

### **MARKETING AND PUBLICATIONS OFFICER**

#### **PART-TIME; SELF-EMPLOYED**

**Four days per week; £1250pcm**

**To start December 2019**

Jermyn Street Theatre and Guildford Shakespeare Company are looking for a Marketing and Publications Officer.

Jermyn Street Theatre's Head of Marketing and Publications, Kennedy Bloomer, is leaving us to become Artistic Director of The Hope Theatre. For Guildford Shakespeare Company, this is a new role, supporting the co-Artistic Director, Matt Pinches.

The role is ideal for a bright, hard-working person with ambitions to work in arts marketing or administration/producing. We are open to applications from recent graduates if they have demonstrated significant interest in marketing. There is ample opportunity for the right person to take on more responsibility over time. We may also be able to help financially with additional box office/front of house shifts based at the theatre.

The position is 75% working for Jermyn Street Theatre and 25% for Guildford Shakespeare Company, with some seasonal fluctuation. You will be primarily based at Jermyn Street Theatre's London office (SE1, near Southwark tube), with regular attendance at the theatre (Piccadilly/West End), and roughly one day a fortnight, plus press nights etc, in Guildford.

#### **Job Description**

Reporting to the Artistic Directors of each company, the Marketing and Publications Officer will work across the full range of our marketing and communications.

- Managing and maintaining a consistent presence across our social media channels.
- Creating verbal and visual content for online distribution.
- Helping to write, edit and proofread marketing copy for brochures, posters, website etc.
- Booking rehearsal and production photographers and dealing with photo distribution.
- Involvement in the ongoing redesign of the website and front of house (JST).
- Ensuring that our branding is consistently used.
- Inputting and managing sales data and keeping all marketing assets in an organised and accessible way.
- Following up with audiences to grow a loyal base, targeting specialist groups relevant to each production, arranging PS swaps with other institutions.
- Gathering, formatting and proofreading biographies and editorial content for programmes and playtexts; liaising with printers and publishers.

Our core staff teams are very small, friendly and cooperative, and all core staff members are expected to support each other's work.

There is room to make this position your own and, at both companies, we encourage all our staff to show initiative and push the projects they are passionate about. While there are many templates and working patterns, there is the opportunity to shape the position according to your own interests, talents, beliefs and values.

### **Work Space, Times, Staffing**

You would be based in Jermyn Street Theatre's office on Union Street, SE1 (closest tube: Southwark), with some time at the theatre on Jermyn Street, SW1Y (closest tube: Piccadilly Circus).

We would expect you to be based at the Guildford Shakespeare Company office (in Guildford: direct train from Waterloo is 37 minutes) roughly one day a fortnight.

Jermyn Street Theatre core staff work Monday to Thursday, though press nights often fall on Friday evenings.

We often have interns from universities in the UK or US who can be very useful in supporting our core staff.

### **Person specification**

There is no one ideal background for this role, which needs an ambitious all-rounder. You might be a recent graduate from an arts or media background, an early-career theatre professional, or someone switching careers or returning to work.

You will work with our in-house team and with our coproducers, which requires you to be adaptable, discreet, and extremely diplomatic. You'll be an optimist, but also a pragmatist who recognises when time and budgets mean that even the best ideas must wait their turn.

You'll be calm and good-humoured under pressure, a quick worker, a perfectionist who knows that things go wrong sometimes, and an initiative-taker willing to ask for advice. You will enjoy an idiosyncratic, supportive, non-corporate working environment. You will be excited to join a small, hard-working team overachieving to make magic.

#### **Essential:**

- Outstanding, clear written English (including strong proofreading skills) and a great telephone and interpersonal manner.
- Basic graphic design skills, preferably including InDesign and Photoshop, and the ability to pick up new skills quickly.
- A love for theatre and plays, and for the people who make them happen.
- A passion for arts marketing and an interest in using print, the internet, and social media to promote theatre.
- Excellent organisational skills including project, time, and budget management.

**Desirable:**

- Experience in managing, scripting and developing video trailers.
- Photography skills.
- Experience of Mailchimp and internet advertising.
- A network of allies and contacts in theatre.
- Demonstrable experience in building audiences.

**Handover Period and Training**

There would be a handover period in December, and thereafter you would be managed and mentored by Tom Littler, Artistic Director of Jermyn Street Theatre, Matt Pinches, co-Artistic Director at Guildford Shakespeare Company, and Kennedy Bloomer, the outgoing Head of Marketing at Jermyn Street Theatre, who is staying on in an informal advisory capacity.

It is important to emphasise that the right candidate need not be – and will not be – the finished article. We expect you to learn and develop during your time with us, and we will support you to do so.

**Contract and Fees**

Your contract will be held by Jermyn Street Theatre. Like all the other staff at Jermyn Street Theatre, you will be engaged on a freelance self-employed basis.

You will invoice monthly at the rate of £1250.

We are open to joint applications.

Up to 28 days holiday a year are granted, inclusive of eight public holidays. Holidays are pre-arranged with the Artistic Directors of the companies.

**To apply:**

Please send:

- A covering letter of no more than two pages of A4, paying due attention to the person specification above. Please be as specific as you can about your skills and experience.
- A CV of no more than two pages of A4.
- A completed Equal Opportunities form downloadable from:  
<https://www.jermynstreettheatre.co.uk/jobs/>

Please send these by email to Jo Heanley on [joheanley@jermynstreettheatre.co.uk](mailto:joheanley@jermynstreettheatre.co.uk)

**Deadline**

Friday 1 November. Any applications arriving after this will not be considered.

We will do our best to reply to all applicants, but it may take us some time. Feedback will not be offered on unsuccessful applications.

### **Interviews**

Interviews will be held on the morning of Friday 8 November.

### **Jermyn Street Theatre Background Information**

**Jermyn Street Theatre** was established in 1994 in the basement of a London restaurant, now Getti. It was converted into a 70-seat studio theatre in the heart of the West End. Over the past 25 years it has become London's leading studio theatre of its scale. It sits uniquely between the fringe theatres above pubs and in railway arches, and the major subsidized studios such as the Donmar Warehouse.

In our programming, we balance new work against rediscoveries. In recent years we have produced UK premieres of plays and musicals by Samuel Beckett, Henrik Ibsen, Stephen Sondheim, Terence Rattigan, Eugene O'Neill and Tennessee Williams, while also taking risks on brilliant debut plays by a range of writers.

We have recently been the *Stage Fringe Theatre of the Year*, and won and been nominated for numerous OffWestEnd and Critic's Choice Awards. A number of our productions, including Trevor Nunn's production of Beckett's *All That Fall*, Anthony Biggs' production of *I Loved Lucy*, and Tom Littler's of *Saturday Night*, have transferred to the West End, Broadway, or both.

Sir Michael Gambon, Richard Griffiths, David Warner, Joely Richardson, Danny Lee Wynter, Imogen Stubbs, Christopher Timothy, Sara Crowe, Jasper Britton, Issy van Randwyck, Dame Eileen Atkins, Imogen Stubbs, Jimmy Akingbola and many more have starred at the theatre.

But even more importantly, hundreds of young actors and writers have started out here. Some of them, such as Rosalie Craig (Evening Standard Award Winner), Joanna Christie (*Narcos*) and Tuppence Middleton (*War and Peace*) are internationally visible. Others have had their careers enhanced by this intimate theatre.

The theatre is signed up to the Equity Fringe Agreement, guaranteeing a fair wage for all actors, creatives and stage management, and also works towards 50/50 gender parity across each year both on and off stage. Our small seating capacity means that productions are usually subsidized. Depending on scale, box office income amounts to between 30—65% of their overall budget, with charitable donations providing the remainder.

The General Management of the theatre is undertaken by its co-founder, Penny Horner, who has run the theatre's finances, logistics and building since 1994. Its other co-founder, Howard Jameson, continues as Chair of Trustees.

### **2017 Relaunch**



Tom Littler became Artistic Director in July 2017 and brought in a new small producing team. The objective was to relaunch the theatre as a producing house with a distinctive artistic identity, drawing more repeat visitors and building a core audience, and launching a concerted fundraising effort.

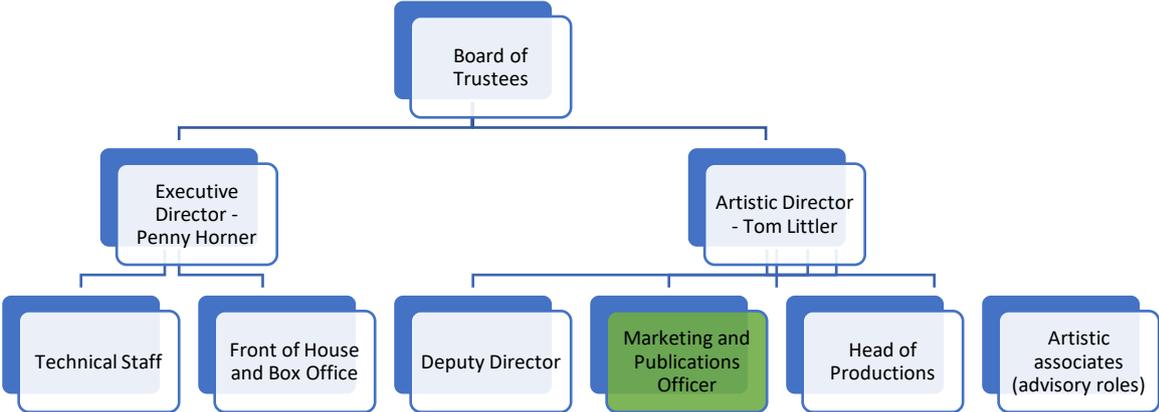
You can read an account of this process here:  
<https://www.artsprofessional.co.uk/magazine/article/making-transition-producing-house>

We are a theatre for writers and actors. Though we strive to achieve the highest design and directorial standards, we do not tend to produce heavily conceptual work, physical theatre, opera, dance, circus, mime etc, though we do try to programme musical theatre. Our 2020 programme includes ten productions: one European premiere and three world premieres, several rare revivals, and a couple of classics.

**Audience**

We have a diverse London and South East audience. Our audience tends to be more mature than the audience found at, say, the Arcola / the Vaults / the Yard, having more in common with the culturally curious audience you might find at the Donmar / the Hampstead / the Orange Tree / the Menier Chocolate Factory. We are starting a new scheme to sell five tickets a day for £5 to under-30s and Equity members. Many of our audience are print-users and it is key to think beyond social media when selling a show here.

**Staffing**



## Guildford Shakespeare Company Background Information

Since 2006, Guildford Shakespeare Company has been entertaining and educating Guildford's residents and visitors with unique theatre experiences in extraordinary places.

We are still run by Sarah Gobran and Matt Pinches, the same two actor-managers who started the company 14 years ago, who have grown GSC into one of the largest producers of home-grown professional theatre in the region.

Over this time, we have welcomed more than 115,000 people to our site-responsive productions, which every year create jobs for over 130 professional artists. GSC is a site-responsive company, meaning we make theatre in non-theatre spaces. As well as Shakespeare on lakes, in castles, churches, museums, galleries and gardens, we've staged six brand new works inspired by classics including Chaucer, the Brothers Grimm and Lewis Carroll.

In 2015, the inimitable Brian Blessed OBE joined the company to play the title role in *King Lear*, who is our Honorary Patron.

Our **Education and Outreach Department** annually work with some 5000 people, young and old, across Surrey. Our programme to reduce social isolation and promote social mobility within our community – *Brave New World* – works with the elderly, homeless, excluded teenagers, and children from less advantaged backgrounds. In 2019, over 3,500 individuals benefited from free-to-access performances, workshops and therapy sessions.

Most recently we've been recipients of Community Consideration and Charity of the Year awards, and the prestigious Institute of Directors (London & South East) Award for Inclusion.

Read more about GSC at <https://www.guildford-shakespeare-company.co.uk/our-vision/>

## AUDIENCE

Broadly similar to Jermyn Street and equally loyal, though less London orientated. Our core audience come from a 7-mile radius of the town, and many have been coming for years. They enjoy the unique settings we use for our shows and are excited to explore new ways to experience theatre. The majority are 45+.

Regionally we are the only year-round producer of home-grown professional theatre in a 20-mile radius of Guildford. Our audiences are likely to attend the Yvonne Arnaud, the Rose at Kingston and Shakespeare's Globe. We may be their only source of live Shakespeare.

Guildford has a plethora of students, however, we have yet to engage fully with this demographic.



## STAFFING

