

# Casual Marketing Assistant

## **HAYES** **BECK THEATRE**

Job Description  
Person Specification

April 2022

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[becktheatre.org.uk](http://becktheatre.org.uk)  
[hqtheatres.com](http://hqtheatres.com)

**hq**  
THEATRES &  
HOSPITALITY

The UK's premier provider of  
live entertainment and hospitality

The Beck Theatre, Hayes 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 Trafalgar Entertainment Ltd, one of the largest entertainment Groups in Europe.

The Beck Theatre is a 600-seater venue which was purpose built in 1977 by Hillingdon Borough Council and offers a broad programme of national and international touring shows as well as hospitality events and private functions across the year. We also work in close collaboration with the local community and are proud to offer an extensive range of projects and activities.

Our friendly team comprises around 20 permanent staff, supported by a loyal group of volunteers and casual workers. No two days are the same at the Beck: the venue offers a fantastic opportunity to contribute, learn and develop in a vibrant and picturesque arts and hospitable work environment.

**Employment type:** Casual  
**Salary:** £10.50 per hour  
**Hours:** As required

**Work location:** You will be based at the Beck Theatre and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

**Purpose of the role:** To support the Beck Theatre marketing team in promoting activities and performances to external audiences.

**Our ideal candidate:** An organised individual with basic administration skills and photoshop knowledge, with an interest for both design and marketing.

**For an informal discussion contact:** Natasha Patel – npatel@becktheatre.org.uk

**Closing date:** 30<sup>th</sup> April 2022

**How to apply:** Complete the application form and submit with a covering letter to npatel@becktheatre.org.uk with the subject title 'Casual Marketing Assistant.' 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.

## REPORTING

You will report directly to the Marketing Officer.

## KEY ACCOUNTABILITIES

### Main Duties and Responsibilities

- Assist in creating and managing marketing campaigns for shows and hospitality-led events.
- To assist the marketing team through general admin tasks.
- To take an active role in the production of the venue season brochures, newsletters, and other print materials.
- Liaise with local press and create content for publications.
- Help manage the venue's website with a focus on show setup and on sales.
- Ensure front of house print and display screens are well presented and up to date.
- Help create content for various marketing activity.
- Build e-newsletters and what's on guides to support marketing campaigns.
- Any other related duties and responsibilities as may reasonably, be required by the Marketing team.

### Person Specifications

- A proactive and professional attitude.
- High-level organisational ability, able to work calmly and effectively under pressure
- Excellent attention to detail and strong data input ability.
- Creative writing and proof-reading skills
- Ability to perform well as part of a team.
- Strong computer literacy and numeracy.
- An ability to be flexible and dynamic to meet business needs
- Able to work to tight deadlines and manage your time effectively.
- Enthusiasm for live theatre and entertainment.

### Desirable

- Experience with Adobe Creative Suite - Competence in Photoshop or similar editing software.
- Experience of working with a ticketing system.
- Good visual eye for creative print production.
- Knowledge of photography techniques and experience using a DSLR camera.

### Other Responsibilities

- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.
- Attend and, if required, note take meetings.