

# MARKETING AND COMMUNICATIONS CANDIDATE PACK

## HELLO AND WELCOME

Thank you for your interest in this role. It's an exciting time to join the Belgrade Theatre, as we springboard into the future, building on a completed £5.5m capital project, leadership change and ACE Uplift to a Band 1 organisation.

The Belgrade Theatre is one of the largest professional producing theatres in the West Midlands, engaging 250,000 people annually through high quality performances, training, education and community outreach. We have two auditoria (858 and 250 seats), four studios, a production workshop, café, bar, new conferencing facilities, and a digital innovation space.

In January 2022, Laura Elliot and Corey Campbell took over the leadership of the organisation, and are implementing ambitious plans that build on the theatre's rich history of pioneering theatre, participation, and talent development and realise a lasting place of sanctuary for creatives and communities.

## NEW VALUES TO INSPIRE

**ACTING TOGETHER:** We believe by collaborating and co-creating, we'll be greater than the sum of our parts, working collectively to the power of Coventry's people.

**COME AS YOU ARE:** We believe in providing an inclusive experience to ensure everyone who encounters us can do so as themselves, and that lived experience empowers the LIVE experience.

**ALWAYS EVOLVING:** We believe in learning and ambition. Each step we take propels the next, and every exit can become a new entrance.

## **OUR STRATEGIC PRIORITIES**

**REPUTATION:** Grow the profile of the Belgrade as a centre for transformative theatre, contributing to the cultural profile of Coventry and wider region.

**RESILIENCE:** Future proof the organisation, securing long-term financial and environmental sustainability.

**INCLUSION:** Embed diversity, access and inclusion in every aspect of what we do.

### **A NEW MISSION TO PURSUE:**

To lead a people-first, creative powerhouse, providing transformative experiences, diverse storytelling, mutual learning and enrichment.

### **AS A STAGE FOR COVENTRY:**

We produce and present performances that celebrate our city's diverse stories, artists and communities, and share them with the world; building a reputation for diverse, inspirational theatre.

### **AS A THEATRE OF LEARNING:**

We invest in our region's talent, using our facilities and staff to provide training and opportunities for the next generation of artists and leaders.

### **AS A THEATRE OF TRANSFORMATION:**

We provide space and opportunities for people to explore their creativity and enrich their health, belonging and education.

Over the next 3 years we will lead a 'people first' approach; prioritising co-creation and cultural democracy; aiming to be a

leading example of an inclusive learning theatre that sits at the heart of its community.

## **JOB DESCRIPTION**

### **Post:**

MARKETING AND COMMUNICATIONS ASSISTANT

### **Salary & Band:**

£24,486 gross pa. (pay review in April 2025)

### **Department:**

Communications

### **Contract:**

Permanent

### **Hours:**

Full-Time

### **Line Manager:**

Head of Communications

### **Location:**

The Belgrade Theatre Coventry

## **JOB PURPOSE AND ROLE:**

The Communications Team is responsible for all aspects of promoting the wide-ranging activities of the Theatre. The emphasis of this post is to assist the Communications Team in the delivery of all aspects of the department's work (marketing, social media, box office, public relations, publicity, campaign analysis and data management). The role will include shifts at Box Office helping to serve customers using the box office system (Spektrix) and providing great customer service to all visitors.

# WHAT WILL YOU DO

## MAIN DUTIES AND RESPONSIBILITIES

- Updating promotional resources within the theatre (e.g. posters and video screens),
- Carrying out distribution of publicity material, sourcing new distribution opportunities and contributing to the distribution strategy,
- Administering the print supply (posters, leaflets etc). The role requires the frequent moving of boxes of flyers around the building for various needs,
- Record all audience feedback from social channels, show reports, Google reviews, TripAdvisor etc,
- Regularly update listings on third-party event listing sites,
- Assisting in writing and facilitating e-marketing campaigns,
- Assisting in capturing and creating assets, such as video and photography, for social media and the website,
- Proofreading,
- Assisting with media interviews as necessary,
- Writing copy as required,
- Attending and assisting at press nights,
- Arranging and coordinating off-site promotions,
- Production of show programmes including collating information and proofreading,
- Assisting in coordinating promotional schedules,
- Liaising with producers and visiting companies as necessary,
- Working with the box office team on a weekly shift basis, selling tickets, answering enquiries, and actively

encouraging greater levels of engagement, maximising ticket sales, subscriptions, memberships, donations and managing data bases. This also includes handling cash, card and cheque transactions and reconciling daily takings,

- Assisting in producing artwork and print,
- Assisting with updating the Belgrade website and various social media sites,
- Involvement in print production including proofreading and assisting on photo shoots,
- General office and administration duties.

## **General**

- Attend meetings as required,
- The flexibility to work over a range of hours. There will be evening work and occasional weekends,
- Carry out relevant training,
- Develop an understanding of the Theatre's vision, mission, values, and brand,
- Work within the Equal Ops Policy,
- Be an ambassador for the theatre,
- Carry out any other duties as reasonably required by the role,
- Work in line with the Belgrade's core values.

# **WHAT ARE WE LOOKING FOR**

## **SKILLS & EXPERIENCE**

### **Ideal**

- A positive, can-do attitude and the desire to learn,
- A passion for theatre and the role it can play in its local community,
- Be computer literate, including proficiency in the use of Word, Outlook and Excel,
- Willingness to embrace the Belgrade Brand Values,
- Have a good understanding of social media channels,
- Excellent written and verbal communication skills,
- Excellent personal presentation,
- Willingness to embrace change,
- Excellent team worker.

### **Desirable**

- Experience of working in an arts organisation/venue,
- Experience of working in a public sales/customer service environment,
- Experience of using a website CMS such as WordPress,
- Experience of working with a box office ticketing system.

## OTHER INFO

- Starting date: ASAP
- Probationary period: One month during which time the notice period is two weeks. After confirmation of appointment the notice period increases to one month
- Working Hours: This is a full-time, fixed term post, working 39 hours between 9am and 6pm, excluding meal breaks. The postholder will be expected to fulfil the hours required as per the hours specified and is not expected to work more than an average of 48 hours per week across the year in line with the Working Time Regulations
- Overtime: Is not payable but 6th day working and excessive additional hours will attract TOIL (time off in lieu) if agreed in advance with the Line Manager
- Pension: Auto-enrolment, with Belgrade currently making 3% employer contributions which will rise in line with legal requirements. The Theatre's appointed pension provider is NEST. Further details are available
- Holidays: 28 days a year, including 8 Bank Holidays, increasing by a day per year to a maximum 33 days
- Location: This role is based at the Belgrade Theatre in Coventry
- The Belgrade operates a House Agreement based on the UK Theatre (formerly TMA)/BECTU (Broadcasting, Entertainment, Cinematograph and Theatre Union) Agreement and its Staff Handbook outlines the terms on sick pay, maternity leave and pay, paternity leave and pay, grievance and discipline and other relevant staff matters
- Employees' health and safety is of paramount importance, and Management insists that an employee obtains written express

permission to take on any paid work or other employment during periods of TOIL (Time Off In Lieu) or holiday. No permission will be given for the first 28 days of holiday as this is a statutory requirement

- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK.
- The candidate's contract of employment with the Belgrade Theatre does not come into force until the first day of work
- Staff are entitled to tickets for shows at the Belgrade Theatre, subject to particular conditions and 10% discount at the Theatre's Café and Bars

## HOW TO APPLY

Please send a **CV** and **covering letter** by **11pm** on **Sunday 5 January 2025** to [recruitment@belgrade.co.uk](mailto:recruitment@belgrade.co.uk) or via post to: **Recruitment, Belgrade Theatre, Belgrade Square, Coventry, CV1 1GS.**

Please clearly mark the subject of your email, or address on the front of your envelope, as Marketing & Communications Assistant Application.

**Your CV should include:** dates (months/years) of employment, job title and location. It should also include the name, work address, email address and phone numbers of two referees with a note to say how they know you.

**Your covering letter should include:** why are you interested in this post (e.g. what qualities you think you can bring to the job, your relevant skills, any additional information you feel supports your application). We recommend that you tell us what you can about yourself, with reference to the **What You Will Do & What We Are Looking For** sections. Please also include any relevant qualifications or training courses attended.



Alternatively, we can accept applications in other formats, including voicenote or video.

Your covering letter should be no more than two sides of A4/500 words or a video/voicenote of no more than five minutes in length.

If you are applying through the Disability Confident Scheme, please reference that in your cover letter or application, and also complete the disability confident survey via this link:

[Disability Confident Survey](#)

If you need any support to help you apply, please don't hesitate to get in touch and we will do our best to meet your needs. We particularly welcome applications from people of the Global Majority, people who are disabled, neurodivergent and people who are currently under-represented in our industry.

Interviews will take place on Friday 10 January.

## **EQUAL OPPORTUNITIES FORM**

The Belgrade Theatre is committed to ensuring equal opportunities, aiming to attract and work with staff from a wide diverse pool. The information that you give us on this form will be treated confidentially and stored on our HR database as statistical information only. This will be used to help monitor the diversity of applicants and 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 in any form other than anonymous data.

Please complete our monitoring form via this link:  
[Diversity and Equal Opportunities form](#)