

Job Description

Job Title:	Marketing Assistant	Department:	Marketing
Responsible To:	Head of Marketing and Communications	Salary:	£23,000pa
Location:	Pitlochry or Hybrid (on-site minimum of 3 days per week)	Position Type:	Full-time 35 hours per week
Working Hours:	35 hours per week Annualised Contract. Normally Monday to Friday with flexibility to work evenings and weekends where required.		
Key Relationships	Development Director, Producer, Marketing Team		
Context	<p>For over 70 years, we've been Highland Perthshire's artistic heart and soul, sitting on the edge of the River Tummel and looking out to Ben-y-Vrackie. Established in 1951 as Scotland's Theatre in the Hills, Pitlochry Festival Theatre offers a theatrical experience unique in the UK - a summer season performed in repertory, allowing audiences to enjoy six different productions in six days, all performed by a resident company of actors. Now attracting over 100,000 visitors each year, we're not just a venue - we're also famous for producing large-scale plays and musicals that delight theatregoers of all ages.</p> <p>As part of our mission to create life-changing experiences for as many people as possible in our communities through our theatre and our environments, we encourage interactive creativity through our programme of festivals, workshops and other events for young people, families, writers, and professional creatives.</p> <p>We are also transforming our physical space with our bold and ambitious <i>VISION</i> capital development. Including a 172 seat Studio theatre and a reconfigured Front of House, as well as the reinstatement of our stunning outdoor performance spaces, our Theatre Campus will enable us to improve lives by sharing Pitlochry with the world and the world with Pitlochry.</p>		
Purpose and Key Accountabilities	<p>The key purpose of the role is to maximise our visibility and ensure our message is communicated, giving value to audiences.</p> <p>The key accountabilities for the post holder will be to work with colleagues to help develop and coordinate all the marketing activities and initiatives for the Theatre.</p>		



Person Specification



Our Mission

Pitlochry Festival Theatre creates life-changing experiences for as many people as possible in our communities through our theatre and our environments.

Our Vision

Pitlochry Festival Theatre is the nation's most impactful producing theatre at home and beyond.

Our Purpose

We improve lives by sharing Pitlochry with the world and the world with Pitlochry.

Our Values

Our values encompass everything we do and how we do it. They underpin our Guiding Principles and inform our Mission, Vision, and Purpose.

We are Creative

This means we are adaptable, brave, innovative and passionate.

We are Respectful

This means we are kind, fair, empathetic and honest.

We are Empowering

This means we are supportive, positive, encouraging and fun.

We are Collaborative

This means we are united, inclusive, curious and open.

When we are living our Values best, we are A Theatre for All and Theatre for a Lifetime.

Personal behaviours and style

We are looking for people who share our core values and can demonstrate their commitment to:

- Commitment to Excellence
- Teamwork
- Creativity
- Inspirational sense of belonging
- A nurturing environment



Pitlochry Festival Theatre | +44 (0)1796 484626
Registered Office: Port-Na-Craig, Pitlochry PH16 5DR
Company Limited by Guarantee: Registered in Scotland SC029243
Regulated by the Scottish Charity Regulator (OSCR) SC013055



Job specific personal qualities:

- Result Focused - meeting or exceeding sales targets for all audience segments; new, existing and lapsed.
- Nurturing - developing and securing audience relationships to maximise income through retention and reactivation.
- Driven - seeking out and securing new business relationships, to offer value to customers and our communities.
- Inquisitive – providing data-driven insights from our booking system, website and social channels to inform actions.
- Impactful - Working with other Teams to support cross-selling and up-selling, within areas such as memberships, retail and catering.
- Great communicator - Improving awareness of the brand to grow our digital following and our database.
- Ambassador - Promoting our successes at every opportunity
- Insightful - understanding customer expectations and experience and sharing that knowledge with your colleagues.

Key Tasks:

Content and Campaign Support	Develop and deliver content for the website and the Progress Web App (PWA) and keep it up to date through auditing and website feature development
	Curate and collate content for digital channels and digital advertising including creating or curation contributions across the organisation
	Assist with e-mail campaigns
	Liaise with colleagues and provide support to senior Marketing team colleagues with regards to marketing and sales campaigns
	Support copywriting for a variety of communications
Brand Support	Maintain a working knowledge of the Pitlochry Festival Theatre brand and support the guardianship of the brand
	Work closely with and under the direction of the Marketing team in marketing activities as required
	Act as a 'day to day' contact with relevant external organisations in relation to marketing activity
	Working with our local Ambassadors to distribute promotional material
	Support internal colleagues to ensure that marketing activity supports delivery of our productions, projects and outreach work
Administration	Support administration of the Marketing Department
	Prepare and present subject-specific reports and updates as necessary
	Use data analytics and insights for reporting purposes and to inform activity



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Environmental	To support the Executive Director, as Chief Executive of the organisation, and the nominated Green Champion in meeting organisational aims and ambitions for its environmental impacts
Health and Safety	To support the Executive Director, as Chief Executive of the organisation, in their legislative duties under the Health and Safety at Work etc. Act 1974
	To work safely and encourage and require others to work safely, in accordance with the Theatre's Health and Safety Policy and any other relevant policy or procedure
	To support the management team in ensuring that suitable and sufficient emergency procedures are in place and that arrangements for training and drilling staff are in place
	Attend training as required to update knowledge and skills, and to be able to comply with relevant statutory requirements to a high standard
Other	To champion and promote organisational values and behaviours and act as an ambassador for the Theatre
	To always act in the best interests of the Theatre and in line with all company policies
	Any other duties or projects required by the Executive Director or Board of Trustees to ensure the general smooth and efficient operation of the buildings and organisation
	Assist the Department with work experience placements, offering work shadow opportunities, training and mentoring as required
	Actively promote staff welfare, development and training opportunities throughout the Theatre

The successful candidate will need to be able to demonstrate the following skills, experience and attributes in both the written application and the interview process:

Requirements	Essential	Desirable	Assessment Method
Qualifications and Knowledge	Marketing or business-related professional qualification.	Marketing or business-related HND/degree qualification.	Evidence of qualification
	Working knowledge of back-end website functionality.	Working experience of WordPress.	Application/Interview
	Creative and skilled in software such as Office 365, Adobe suite and Canva.	Booking system knowledge.	Application/Interview
Skills, Abilities and Tasks	Knowledge and experience of developing and scheduling social media content within a business context across a range of channels.	Experience of working with Meta Business Suite or equivalent. Developing and scheduling social media content. Monitoring social media engagement, responding to comments and messages.	Application/Interview



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Requirements	Essential	Desirable	Assessment Method
	Supporting the delivery of marketing campaigns	Experience in delivering theatre and/or arts campaigns.	Application/Interview
	Analytical experience of interpreting data and drawing meaningful insights.	Ability to analyse booking reports, social media and web analytics and share learnings using software such as Google Analytics and Meta Insights.	Application/Interview
	Experience in delivering marketing, communications, and/or audience development plans.	Involvement in the development of programme plans for marketing and sales for both artistic work and organisations as a whole.	Application/Interview
	Working with colleagues to maximise income generation.	Experience of working with retail or hospitality businesses.	Application/Interview
	Working with an established brand and sharing it with others.	Experience in advising on brand guidelines.	Application/Interview
	Working with volunteers and/or colleagues to communicate programmes.	Experience of working with volunteers.	Application/Interview
	Contributing to a marketing and sales planning process.		Application/Interview



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