

Marketing Placement Application Pack

Here at Paines Plough we are always looking for ways to demystify the way we go about commissioning, producing and touring new plays in order to provide support for theatre makers at any stage of their careers through a programme called [Insights](#).

As part of Insights we offer a flexible programme of work placements designed to support the study of students on university and drama school courses at MA or BA level with practical work experience of a busy touring theatre company. Please see below for information on how to apply for our Spring/Summer 2017 programme.

OVERVIEW

Timeline

This placement lasts for 12 weeks from 10 May to 28 July, and you will be in PPHQ 2-3 days per week, depending on your personal study requirements, 10am-6pm with a one-hour break for lunch.

Expenses

We cover travel expenses within London, as well as occasional theatre trips and touring opportunities.

Content

As Paines Plough's Marketing Placement you will gain experience in: proof reading, copy writing, content generation, targeting audiences, using InDesign, using MailChimp, editing a website, briefing designers, creating a marketing pack and social media marketing. This role is suited to anyone seeking a career in arts marketing.

As well as the work experience and training specific to your placement, there will be opportunities to participate in company-wide training. Previously Placements have received training in:

- Office skills and time management
- Consultative selling
- Data management
- Tone and style
- Budgets and accounting
- Creating design briefs
- Tour-booking

HOW TO APPLY

Please send a CV and one-page covering letter detailing your experience, why you are interested in Paines Plough and what you hope to gain from the placement to simone@painesplough.com.

Application deadline	10am on 22 April
Interviews Marketing	04 May
Placement dates	10 May – 29 July

If these dates are not quite suitable for your course, please do send in your application anyway as we will be open to discussing alternatives.

JOB DESCRIPTION

Responsible to: Marketing & Audience Development Officer

The Marketing Placement sits within the production team, working closely with the Marketing and Audience Development Officer, Producer, Assistant Producer and Production Assistant, supporting the delivery of all marketing and audience development activity across Paines Plough's full programme of work. Duties include but are not limited to:

Press, Marketing and Digital

- To assist with obtaining biographies and any other relevant programme information from members of the Cast, Production and Creative Teams.
- To assist in the compilation and printing of play texts and programmes.
- To assist with the proofing of promotional print/copy and play texts when necessary.
- To assist in the compilation of Marketing Packs and Schedules for each production.
- To collate and input audience data and feedback from tour venues.
- To support the Marketing & Audience Development Officer in monitoring Paines Plough's digital channels (Facebook, Twitter, Instagram).
- To log comments received via Paines Plough's digital channels (Facebook, Twitter, Instagram).
- To assist with data inputting e.g. post-show feedback forms.
- To feed into content generation for Paines Plough's digital channels (Facebook, Twitter, Instagram).
- Maintain and update website content as and when required.
- To support the Marketing & Audience Development Officer in maintaining and updating MailChimp.
- To assist with the updating and maintenance of company CRM and database, Salesforce.

Production

- To have an understanding of the company's programme and activities.
- To attend weekly Production Team meetings.
- Support other Production Team tasks as and when necessary e.g. inputting sales reports.

General

- To attend weekly company and programming meetings.
- To attend company previews, events and press nights as required.
- To be an enthusiastic advocate of Paines Plough and have a thorough understanding of the company's mission, vision and aims.
- To work with Paines Plough's core staff in all pastoral aspects of production and day to day running of the company.

PERSON SPECIFICATION

Candidates need to possess the following attributes/skills to be considered for the position of Marketing Placement:

Essential knowledge, skills and experience

- A demonstrable passion for theatre marketing and attracting new audiences.
- An enthusiasm for theatre, particularly new writing.
- An ability to work well within a small team.
- Excellent oral and written communication skills.
- An ability to prioritise a wide variety of tasks and work to tight deadlines.

- A demonstrable passion for, and engagement with social media and digital platforms including but not limited to Facebook, Twitter, YouTube and Instagram.
- Excellent accuracy and attention to detail.
- A capacity to operate and understand IT packages and databases (affinity with Microsoft Word, Excel, Outlook, PowerPoint).
- In full or part time education for the duration of the placement.

Desirable knowledge, skills and experience

- Experience of working in the arts.
- An awareness of the current theatrical landscape in the UK.
- An awareness of marketing practices and processes.
- Experience of editing a website/blog.

TESTIMONY

Rachel D'Arcy was our Trainee Producer thanks to Creative Access in 2015-16. As part of the Production Team Rachel developed skills in Marketing, Press and Audience Development. She has gone on to work for: [The Corner Shop PR](#), [Citizens Theatre](#) and [National Theatre Scotland](#).

"Supporting multiple marketing campaigns at Paines Plough I developed skills building relationships with external suppliers and venues, and completed tasks including proof reading copy and creating promotional material for various productions.

The team gave me amazing support as well as the resources I needed. The experience provided a strong foundation which enables me to think both practically and creatively to devise and deliver theatre press and marketing campaigns. This has been invaluable as I have progressed in the next stages of my career."