



Marketing Assistant

October 2024

Thank you for your interest in the position of Marketing Assistant at Open Clasp Theatre Company.

Please find the application pack attached, including the job description, position overview, person specification and a page about Open Clasp. Please also see www.openclasp.org.uk for further information about the company and our work.

How to apply

1. Read the Job Description and Person Specification.
2. Send us a cover letter and an up-to-date CV. Your cover letter should tell us why you would like to work for Open Clasp and demonstrate how you have the knowledge, skills and experience needed for the role. Below is the Job Description and Person Specification to refer to.
3. You need to complete an equal opportunity monitoring form which will be removed before short-listing to make the process fair.
4. If you would like any further information, have any specific requirements, or would like to discuss any aspect of the role in confidence, please contact Executive Director, Ellie Turner on 07818067122.
5. Please send the above to recruitment@openclasp.org.uk putting the job title in the subject box or post it to Recruitment, Open Clasp Theatre Company, The Stephenson Building, 173 Elswick Road, Newcastle upon Tyne, NE4 6SQ. Please mark your envelope "Private & Confidential"
6. Any application forms must be received by the deadline of **12pm on the 11 November 2024** be included in the recruitment process.

We look forward to receiving your application.

We are a team of diverse people from different backgrounds we are equally valued as individuals and all able to contribute fully. We value different viewpoints and approaches, and we want our workforce to be representative of the communities that we work with and engage.

We create spaces for women, inclusive of trans women, to be creative, to talk and discuss. To apply for this role you must be a woman. Open Clasp is **exempt under the Equality Act 2010 Schedule 9, Part 1** due to the importance of this role working closely with members and participants, who are predominantly vulnerable women, and building relationships with these groups.

Please note that, as the role involves working with vulnerable adults and financial responsibility, the successful applicant will be subject to an enhanced DBS disclosure.

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Job Summary

Marketing Assistant is a new post at Open Clasp which will provide administrative support to the producing team on all aspects of marketing for our live and digital productions and promote the activity of the company.

The Assistant will work closely with our Senior Creative Producer and Producer to deliver marketing campaign plans for our productions, community events & training programmes. They will schedule social media content, support in the creation of written, film & audio content for our audiences and monitor our website and social media analytics.

You will be passionate about campaigning for gender justice and building the power of women and girls for social & cultural change. A full induction will be given, and training provided where needed. Staff are based at our Newcastle office, The Stephenson Building (West End Women and Girls Centre), Elswick. Flexible / hybrid working is supported. All applications will be considered on merit and in accordance with our equal opportunities policy.

Outline terms and conditions:

Job Title:	Marketing Assistant
Reporting to:	Executive Director
Part Time:	Fixed Term for 1 year with the intention to renew, part time 21 hours per week.
Salary:	£23,757 pro rata (Scale 5 -12 A1)
Holidays:	28 days holiday a year pro rata plus bank holidays
Probationary period:	There will be a 3-month probationary period, at the end of which an assessment will be conducted.
Pension:	Open Clasp operate a workplace pension scheme
Unsocial Hours:	Whilst staff will normally work during Monday to Friday, occasional weekend working is sometimes required, and some evening work is necessary in this post.
Notice Period:	One week during probation period, rising to one month after successful completion of probation period.
Deadline:	Monday 11 th November 2024, 12pm
Interviews:	Thursday 12 th December 2024.
Desirable start date:	Wednesday 15 th January 2025



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Key Responsibilities & Duties:

The following list is typical of the level of duties, which the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar type and level may be required from time to time.

1. Support the implementation of our targeted marketing campaigns by coordinating timelines, managing content creation, and analysing performance metrics.
2. Collaborate with the team across all marketing materials in the creation of written, film & audio content ensuring consistency, accuracy and accessibility for our audiences.
3. Leverage social media analytics to enhance brand visibility and engagement, identifying trends and insights to inform new content.
4. Effectively maintain and update our website and micro-sites by ensuring accurate content, optimizing user experience, and enhancing visual appeal. Collaborate with team members to implement SEO strategies to drive engagement and support our mission to promote accessible theatre.
5. To assist in maintaining and recording accurate data within our CRM system, ensuring up-to-date customer information and efficient tracking of interactions.
6. With the producing team, manage press and guest lists and invitations for shows and other events.
7. Liaise with external PR team to support creation and sharing of press releases, supporting press calls, interviews, requests for information etc.
8. Proofreading digital and offline marketing materials.
9. To work successfully with and maintain strong relationships with the staff team, associates, creative team and facilitators.
10. To assist in the preparation and distribution of marketing packs and mail outs (postal and online) to promoters, partners, members and / or audiences for each production using our customer relationship database.
11. Complying with all Open Clasp policies including Equal Opportunities, Child protection and Health and Safety.

This list isn't exhaustive. We seek someone for unexpected challenges and unmissable opportunities.



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Person Specification

Essential Requirements

1. Commitment to the aims and feminist ethos of Open Clasp Theatre Company. [By feminist we mean fighting for the rights of women and girls](#), challenging injustice and also being an ally with communities experiencing discrimination.
2. A desire to advocate for change in the areas of inclusion, diversity and the rights of women and girls for equity and fairness.
3. Experience of updating and maintaining websites and other digital communication tools
4. Strong listening skills, an eagerness to learn and an open mind are essential, as is an eagerness to develop and share ideas as part of a collaborative team.
5. Experience in a similar role or has gained relevant qualifications. Experience of creating and managing content for social media, online and offline communications.
6. Experience / knowledge in how to leverage analytics to inform data-driven strategies.
7. Experience of assisting with marketing and PR.
8. Experience of assisting with monitoring, evaluation, and data management.
9. A broad understanding of the arts in the UK
10. Ability to maintain good humour under pressure.

Desirable:

1. Competence in creating 'on-brand' content online e.g. using Canva, Wondershare Filmora and similar platforms
2. Ability to respond to the company's mission and vision and bring new ideas on how to realise it.
3. Experience of using a database or CRM System. Open Clasp use e-tapestry by Blackbaud.
4. Experience and an interest in the field of theatre and the performing arts or media production.

About Open Clasp Theatre Company

We aim to Change the World, One Play at a Time. The theatre we co-create calls for revolution. It ignites activism and places theatre at the heart of transforming the lives of women and girls.

We co-create with women excluded by theatre and society to create bold and urgent theatre for personal, social and political change.

Founded in 1998, Open Clasp is part of the National Portfolio of Organisations funded by Arts Council England. We take a special interest in women and girls



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from the North, shining a light on their experiences through our work. We make space for debate, encouraging our audiences to walk in the shoes of women excluded from society and the arts to address gender injustice.

Our work is performed in theatres, prisons, village halls, schools, conferences, and community centres including touring to Edinburgh Fringe and off-Broadway to national and international acclaim. It resonates deep into the communities where it is created and outside ensures the under-represented are seen in a new light by both women and men, and those who can make a difference.

Our transmedia approach shapes the work of researchers and leading policy experts. We contribute to regional and national discourse, performing Key Change at the Houses of Parliament in 2016 contributing to the Prison Safety and Reform White Paper, Lasagna was used in evidence as part of the Ministry of Justice Family Law Inquiry 2020 which recommended a root and branch overhaul and Rupture is the result of the Parental Rights in Prison partnership with NEPACS and Durham University. In 2021 during the pandemic, our play 'Sugar' was commissioned for BBC iPlayer and was programmed on Way Out TV directly into 54k prison cells.

Our Values:

- Cocreate theatre by and for working-class women, excluded from society and arts, to address gender injustice.
- Remain rooted in community and grassroots activism.
- Gather and convene the women we work with and multiple stakeholders to design future solutions which build the power of women in community and criminal justice settings.
- Make space for discussion, debate and critical conversations.
- Promote respect, equality and inclusion.
- Reflecting and celebrating the diversity of the North of England.
- Climate and ecological concerns will be reflected in our work to promote debate while acknowledging the link between responsibility and disadvantaged communities.

We are:

Catrina McHugh MBE, Hon DLitt – Joint Chief Executive, Artistic Director and Writer

Ellie Turner – Joint Chief Executive, Executive Director

Carly McConnell – Creative Producer

Erin Connor – Producer

Rachel Errington – Finance and Office Manager



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Equal Opportunities Monitoring Form

Open Clasp Theatre Company is an equal opportunities employer. To assist us in monitoring the operation of our equal opportunities policy, and **for no other reason** please answer the following questions. (Tick box where appropriate). This information will be detached before your application is passed for short-listing.

1. How would you describe your Gender Identity?

- Woman
- Man
- Trans Woman
- Trans Man
- Non- binary

Prefer to Self-Describe: _____

2. Can you please let us know your Ethnicity?

Please think about what ethnic group means to you, that is, how you see yourself. Your ethnicity is a mixture of culture, religion, skin colour, language and the origins of yourself and your family.

How would you describe your ethnicity?

3. Can you please let us know your sexual orientation?

- Heterosexual
- Lesbian or Gay
- Bisexual
- Prefer not to say

Prefer to Self-Describe: _____



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4. **Do you consider yourself to have a disability?** Under the UK Equality Act (2010), a disability is defined as any long-term impairment which has a substantial adverse effect on your ability to carry out day-to-day activities. Examples include conditions which affect your learning, mobility, physical coordination, mental health, speech, hearing or eyesight, as well as conditions such as diabetes and epilepsy which may normally be controlled via medication.

- Yes – if so, please specify: _____
- No, I do not consider myself to have a disability

5. Age Group

- 16 – 19
- 20 – 34
- 35 – 49
- 50 – 64
- 65 – 74
- 75+
- Prefer not to say

6. The following question is about your **socio-economic background**. What was the occupation of your main household earner when you were about aged 14? Please select which best applies:

- Modern professional & traditional professional occupations** *such as: teacher, nurse, physiotherapist, social worker, musician, police officer (sergeant or above), software designer, accountant, solicitor, medical practitioner, scientist, civil / mechanical engineer.*
- Senior, middle or junior managers or administrators** *such as: finance manager, chief executive, large business owner, office manager, retail manager, bank manager, restaurant manager, warehouse manager.*
- Clerical and intermediate occupations** *such as: secretary, personal assistant, call centre agent, clerical worker, nursery nurse.*
- Technical and craft occupations** *such as: motor mechanic, plumber, printer, electrician, gardener, train driver.*
- Routine, semi-routine manual and service occupations** *such as: postal worker, machine operative, security guard, caretaker, farm worker, catering*



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assistant, sales assistant, HGV driver, cleaner, porter, packer, labourer, waiter/waitress, bar staff.

- Long-term unemployed** (*claimed Jobseeker's Allowance or earlier unemployment benefit for more than a year*).
- Small business owners who employed less than 25 people** *such as: corner shop owners, small plumbing companies, retail shop owner, single restaurant or cafe owner, taxi owner, garage owner.*
- Other** *such as: retired, this question does not apply to me, I don't know.*
- I prefer not to say.**

7. Where did you see this vacancy advertised?

I declare that the information on this form is true and complete. I understand that any wilful misstatement or omission renders me liable to dismissal if engaged.

Signature:

Date:

Please note there is no need to have an original signature on the form if you are emailing it back to us. In emailing the form we accept that you are declaring that the information contained within the application is correct.



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