

Freelance Marketing Opportunity with the Tobacco Factory Theatre

Fixed-term, paid position

The Tobacco Factory Theatre seeks to recruit a freelance marketing assistant to research and implement a new community distribution strategy to support the Theatre's marketing activities.

Job description

Distribution is a core aspect of the theatre's marketing activity. We currently work with Bristol Old Vic Distribution Service on the routine distribution of our season brochure and selected other print around Bristol and surrounding areas, which we shall be continuing for the foreseeable future. We also work with a small team of dedicated volunteers on the distribution of mainly show-specific print around Bristol's local communities. For a variety of reasons, this latter aspect of our distribution strategy is currently only partially effective and the successful candidate will be responsible for developing and implementing a refreshed strategy which will enable us to effectively promote our shows throughout the city's local communities.

Under the guidance of the theatre's Marketing Manager and Administrator, the successful candidate will be responsible for...

- researching distribution areas with the aim of creating distribution routes and a comprehensive database of establishments able and willing to receive our print
- developing a Community Partners scheme and producing associated literature and other materials
- devising a distribution schedule
- recruiting and briefing a distribution team

At the end of the placement, the successful candidate will hand over the strategy to the theatre's marketing team for its ongoing management.

Person specification

This role would ideally suit an enthusiastic arts / marketing / communications graduate at the start of their career looking for a challenging and rewarding project to get their teeth into and take ownership of.

Essential

Excellent interpersonal skills

Excellent verbal and written communication skills

Good IT skills

Experience of seeing a project through from conception to completion

Good organisational and time management skills

Ability to work alone and as part of a team

Good knowledge of Bristol

Own transport

Desirable

Experience of working in the arts and / or marketing

Experience of working in a sales / customer-facing environment

Knowledge of the Tobacco Factory Theatre and its programme of work

Interest in the arts

Further details

1 month's work spread over 2 months (July – August 2010)

Project fee (includes expenses): £1000

Working on the road and from home with a pre-agreed number of TF office / contact hours per week

Please send your CV and a covering letter telling us why you're suitable for the role to:

Carrie Rhys-Davies, Tobacco Factory Theatre, Raleigh Road, Southville, Bristol BS3 1TF /
theatre@tobaccofactory.com

Deadline for applications: Monday 14 June, 6pm

Interviews: w/c 21 June