

MARKETING ASSISTANT (FIXED TERM TO 31st AUGUST 2027)

HOW TO APPLY

We're trying to make our application process as open and accessible as possible, so if you are experiencing any barriers to accessing the information, and would like this pack in a different format, or would like to submit your application in a different way, then please contact our recruitment team via the email address below, or by calling us on 0151 706 9113. We're always happy to discuss any requirements that candidates may have as a disabled person; someone with parental or caring responsibilities; or other reasons, and we'll always try to make any adjustments possible to make participation easier.

Please read all the information in this job pack and then submit a CV and / or a covering letter or email to tell us about yourself and your experience; to share with us your reasons for applying for the post and any other information you believe is relevant.

We'll shortlist based on how each candidate meets the person specification and shows us how they would fulfil the job description, but we believe that even if someone doesn't have all the experience we're looking for, they might still have the values and qualities that would make them a great asset to the team, so please don't be put off from applying because you don't feel you have all the experience. If you'd like to have an informal conversation about the role in advance of application, this can be arranged via the email address below.

The deadline for applications is **22nd June at 10.00am.**

Interviews will take place in Liverpool on the **30th June 2026.**

Applications should be sent to: recruitment@everymanplayhouse.com

Please also complete the equal opportunities monitoring form via <https://www.surveymonkey.com/r/RBLK9QP>; a summary of our Equal Opportunity Policy is also available on the website. All applicants will be advised on the outcome of their application in writing. Any offer of employment will be subject to the receipt of evidence of the right to work in the UK as defined under current legislation.

HELLO,

Thank you for your interest in the role of **Marketing Assistant**

It's a great time to join the theatres, run as a charity by the Liverpool and Merseyside Theatres Trust. We're a local creative powerhouse with national and international impact, driven by a love for theatre, our city, and the belief that theatre can transform lives.

We believe our theatres can be a vital focus for the communities in the Liverpool City Region, telling stories which are compelling locally and nationally, supporting and attracting talent and contributing to Liverpool's reputation as one of the country's most vibrant cultural cities.

Across our theatres - one a 440-seat thrust, the other a 670-seat proscenium - there's an opportunity to produce and present the richest range of work for the widest audience.

In 2025 we look forward to an ambitious and dynamic programme of work across all of our performance spaces, as we do our best to be a place where everyone in Liverpool can feel safe, heard and included in asking big questions about the world we're living in. Underpinning our artistic approach is a commitment to supporting creatives and producers from diverse backgrounds to develop more work with commercial and tour potential; and thereby achieve longer and more sustainable careers in the arts.

Read on to find out more. We look forward to hearing from you.



Mark Da Vanzo | Chief Executive
Nathan Powell | Creative Director
Ros Thomas | Finance Director

OUR VISION, MISSION, VALUES



OUR VISION

We will be the most relevant change making theatre, artistically innovative, talent enhancing, socially impactful, and representative of everyone.

OUR MISSION

The use of the power of theatre to inspire entertain and nurture positive social change.

OUR VALUES

COLLABORATIVE

We listen, we share, we co-create.

CREATIVE

We believe in the power of creativity to inspire and change lives.

COMPASSIONATE

We are open-hearted, generous and supportive.

COURAGEOUS

We are daring and brave - a voice for things we believe in.



LIVERPOOL
EVERYMAN



LIVERPOOL
PLAYHOUSE

DIVERSITY, EQUALITY & INCLUSION

We have established relationships in the communities of Merseyside, nurtured through an extensive and innovative outreach and education programme, and believe passionately that the creation, delivery and experience of the highest quality theatre must be open to all. We nurture and develop the artists and creative workforce for tomorrow through our award-winning Young Everyman Playhouse programme (YEP). YEP is much more than a youth theatre, it is a multi-disciplinary talent development programme. We want YEP members to progress to work in our theatres, on our stages and in the local theatre ecology, as well as influencing and making theatre nationally and internationally and bringing new ideas, work and practice back to Liverpool.



Tell Me How It Ends by Tasha Dowd
© Andrew AB Photography

"I was blown away by the talent of the young actors and the writer. It's wonderful that the Everyman supports and encourages young talent."

Audience Feedback on *Tell Me How It Ends*
by Tasha Dowd [YEP Graduate]



THIS IS NOT A CRIME (this is just a play...)
by YEP Actors 2023

"YEP is a place that had allowed me to create strong relationships with my peers and be part of a community that is compassionate towards one another. For these reasons being a part of YEP will help me improve my qualities not only as an actor but also as a person." Feedback from YEP Graduate

We are committed to diversity and equality and expect all staff to be active in promoting diversity and supporting people to experience our work and buildings. In 2020, we brought together a group of Trustees, staff and co-opted external members to form a [Diversity Action Group](#), considering the actions we could take as an organisation to progress our commitment to diversity. We recognise that our workforce is not as representative as we would like it to be and are committed to real and positive change.

What does this mean in terms of recruitment?

It means that some of the things we will do are:

- recognise that lived experience can be as valuable as industry experience or qualifications.
- actively advertise and promote jobs to specific groups or organisations.
- try to find long term progression routes within the company and identify opportunities for people to learn about the jobs we have available
- make sure that the Theatres are a safe space for all employees, and that everyone receives the support they need

What we won't do is:

- Shortlist applicants based on any protected characteristic if we don't believe they could do the job
- Offer someone a role solely based on them having a particular protected characteristic, even though we feel they're not suitable for it, and in which they won't thrive.

Most recently we've been working with the Anthony Walker Foundation to ensure staff receive anti-racism training, and that there is accountability and collective understanding of what anti-racist actions we can take as individuals and collectively as an organisation.

With all this in mind, we particularly welcome applications from ethnically diverse and disabled applicants, and we are a Disability Confident Employer. We are also a strategic partner with PiPA (Parents and Carers in Performing Arts – www.pipacampaign.org), who campaign to enable and empower parents, carers and employers to achieve sustainable change in attitudes and practices in order to attract, support and retain a more diverse and flexible workforce. We are always happy to discuss solutions that allow people to balance their caring responsibilities with their working lives, and we look for equity of opportunity for anyone living with a protected characteristic that has adversely impacted their employment opportunities.



JOB ROLE: Marketing Assistant

Responsible to: Marketing Manager

Responsible for: N/A

PURPOSE OF ROLE

- To support the delivery of multi-channel marketing and fundraising campaigns to achieve income targets and develop audiences in support of the Liverpool & Merseyside Theatres Trust (LMTT) Business Plan
- To provide administrative support to the wider marketing and fundraising team

The marketing and fundraising team help to engage audiences in all aspects of the organisation's work; leading on crafting the organisation's brand and tone of voice, amplifying profile, and earning money through ticket income, secondary spend and fundraising. Working in the team requires passion for the organisation's mission, a flair for relationship building, strong reading and writing skills and heaps of creativity.

Campaigns include: shows, season, acquisition, retention, loyalty, fundraising, audience focused (such as YEP), trading activities and events and our audiences include:-

- internal and infrequent & lapsed attenders
- donors
- groups
- new bookers from key audience segments and postcode hotspots
- city visitors
- business community
- audiences in postcodes defined as low engagement
- community groups
- diverse audiences
- Young People (Young Everyman Playhouse – YEP)
- those in all levels of education
- families

(This is an indicative list to give an example of the scope for campaigns and audiences and is subject to change and evolution in line with the Business Plan.)

VISION, MISSION & VALUES

Key to all roles within the Liverpool Everyman & Playhouse, is each person's absolute commitment to the organisational vision, mission and values which are as follows:

Our Vision

We will be the most relevant change-making theatre, artistically innovative, talent enhancing, socially impactful, and representative of everyone.

Our Mission

The use of the power of theatre to inspire, entertain and nurture positive social change

Our Values

Collaborative

We listen, we share, we co-create

Creative

We believe in the power of creativity to inspire and change lives

Compassionate

We are open-hearted, generous and supportive

Courageous

We are daring and brave – a voice for things we believe in.

Implicit is an absolute commitment to equality, inclusion and diversity, representative of the Liverpool City Region, advocating our role in its civic duty to the city.

MAIN DUTIES

- With the wider team, identify and agree target audiences, create compelling key messages and use the best mix of marketing channels to achieve objectives
- Monitor print deliveries and ensure we continue to reduce our use in line with objectives
- Work with the Facilities Team to ensure external building posters are up to date
- Work with the Audience Experience Team to ensure internal poster and audience information displays are up to date and impactful
- Ensure listings websites, including Facebook, are kept up to date
- Update stakeholder contacts, ensuring records are accurate and up-to-date
- Support the processing and tracking of donations and pledges
- Support media interview arrangements as needed
- Create press kits, including uploading digital assets for journalists and partners
- Update weekly and monthly key monitoring reports, including social media, press coverage (previews, interviews, reviews) and audience feedback
- Assist with website updates and creating digital content
- Help deliver e-marketing activity
- Attend and support organisational events and meetings such as guest nights, donor evenings, department, staff meetings and cross departmental meetings
- Develop and maintain departmental administration and filing systems
- Undertake research to support marketing and fundraising activity
- Schedule meetings, take minutes and write up notes as required

General

- Develop strong working partnerships with key personnel across LMTT, with in-house creative personnel, Visiting Companies, suppliers and networks
- Comply with all Health and Safety legislation, the Data Protection Act and PCI Compliance
- Read scripts and attend all performances for E&P productions and visiting companies
- Undertake other reasonable tasks and activities as requested to ensure LMTT's objectives are achieved
- On occasion, work with the e&P Higher Education and community partners, sharing expertise and offering insight into your day-to-day working life.
- Supporting Young Everyman and Playhouse in the delivery of their programme on an ad hoc basis
- LMTT is committed to the safeguarding of children and people to whom we have an enhanced duty of care and therefore may at their discretion require any member of staff to submit a satisfactory enhanced check from the Disclosure and Barring Service (DBS), depending on the activities they are carrying out
- Work in the best interests of E&P at all times, and in accordance with company policy, the staff handbook, health & safety regulations, safeguarding, data and IT
- Be an effective representative of E&P in all situations and demonstrate the highest level of audience care, advocacy and service
- Take positive action to promote Equal Opportunities in all aspects of the work of E&P
- Maintain confidentiality in all areas relating to LMTT and E&P as appropriate
- Use best endeavours to improve sustainability and reduce negative environmental impact

This job description is not exhaustive and you may be asked to carry out any other duties as may be reasonably expected of the post; embracing change, and reacting to short-notice changes with a willingness to learn.

PERSON SPECIFICATION

Essential experience, knowledge and skills

- Creative communication and presentation skills; orally, verbally and visually
- Excellent attention to detail with numbers and letters
- Confident user of Microsoft Office (Word, Excel, Outlook, Powerpoint)

Desirable experience, knowledge and skills

- Experience of using content management systems and/or databases
- Evidence of a commitment to continued professional development
- Commercial awareness

Essential abilities and personal qualities

- Creative, confident and flexible with a 'can-do' attitude
- A commitment to equality, inclusion and diversity
- Excellent interpersonal skills able to build relationships with a range of stakeholders, including colleagues, audiences, communities, press, external agencies and partners
- Well organized with the ability to prioritise and work effectively across multiple tasks to meet deadlines and targets
- Ability to work collaboratively in a team as well as independently, using initiative to problem-solve
- Ability and willingness to work flexible hours, with some evenings and weekend work required

MAIN TERMS AND CONDITIONS OF EMPLOYMENT

Tenure: This is a fixed term contract until 31st August 2027 and is subject to a probationary period of 3 months

Reporting to: Marketing Manager

Salary: £23 133 per annum

Hours: 35 per week, usually worked Monday- Friday during standard office hours, with some attendance during evenings and weekends to support theatre activity. No overtime is paid but time off in lieu will be given for hours in excess of the contracted hours.

Annual Leave: 28 days per annum, pro rata (inclusive of all statutory English bank holidays). This rises to 30 days after 3 years, and 33 days after 5 years' service. Holiday year runs from 1 January – 31 December.

Notice period: One week during probation; one month thereafter

Pension: The Company operates an auto-enrolment pension scheme. This employment is not contracted out of SERPS (the State Earnings Related Pension Scheme).

Place of Work: Mainly at the Everyman and Playhouse Theatres

Additional Benefits:

The Theatres offer several discretionary benefits including:

- Interest-free Season Ticket Loans with Merseytravel
- Membership of a healthcare cash plan: Paycare (including an Employee Assistance Programme and 24-Hour GP Telephone Consultation Service)

- Free and / or discounted tickets for performances
- Discounts on our food and drink offer

All other terms as detailed in Staff Handbook.

**LIVERPOOL
EVERYMAN**


5-11 Hope Street
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**LIVERPOOL
PLAYHOUSE**

Williamson Square
L1 1EL

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We are a registered charity (1081229) and gratefully acknowledge the continued support of Arts Council England, Liverpool City Council, our donors, patrons, partners and our audiences.



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