

# Lyric

## PRESS AND MARKETING ASSISTANT



Rhys Taylor as Fairy Fredbare in *Cinderella*. By Jude Christian. Directed by Tinuke Craig. Photo by Helen Maybanks.



Tripti Tripuranani as Mrs Lahiri. Anjana Vasan as Niru in *A Doll's House*. By Tanika Gupta. Directed by Rachel O'Riordan. Photo by Helen Maybanks.



Fode Simbo as Snow. Polly Frame as Kris Kelvin in *Solaris*. By David Greig. Directed by Matthew Luton. Photo by Mihaela Bodlovic.

**“The Lyric ...it's simply a theatre that thinks for itself.” A.A. Milne**

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

In our big, beautiful theatre, we tell stories that matter and work with exceptional talent to make ambitious, entertaining, inspiring shows for our audience in West London and beyond.

We remove barriers to engagement and ensure young people have the opportunity to discover the power of their creativity, shaping the future of British theatre.

We are inclusive, forward looking and unafraid of change – we are proud of our history and ambitious for our future.

A local theatre with a national impact: The Lyric - 125 years young

### **Work with integrity and respect**

We support each other with kindness, openness and integrity. Together we celebrate our achievements and work collaboratively through our challenges.

### **Every day we learn and grow**

We continue to ask questions, seek answers and share our learning with each other for the benefit of the Lyric.

### **Be ambitious and action-focused**

We believe in excellence; we have a can do attitude, go the extra mile and ensure our ideas become actions.

### **Serve our West London community**

We are here for the people of West London, every decision we make and action we take should benefit our community.

## HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form** by email to [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk) and fill up online **equal opportunities monitoring form**: <https://lyric.co.uk/equal-opportunities-form/>
- Do not submit CVs, as these are not accepted

The deadline for receipt of completed applications is **10am Monday 12<sup>th</sup> June 2024**. It is intended that initial interviews will take place week starting **19<sup>th</sup> June 2024**.

If you would like to submit your application form in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact the Administration & HR Team on 020 8741 6822 option 2 or [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk) to discuss a suitable alternative.

## DESCRIPTION FOR THE POST OF PRESS AND MARKETING ASSISTANT

<b>RESPONSIBLE TO:</b>	Marketing Manager
<b>CONTRACT:</b>	Full-time permanent role
<b>SALARY:</b>	£23,308 per annum
<b>HOURS:</b>	<p>The post-holder will be expected to do some evening and weekend work to fulfil the requirements of the role but is not expected to work more than an average of 48 hours per week across the year in line with the Working Time Regulations. The Lyric has a <a href="#">House Agreement</a> that details our approach to annualised hours for all staff.</p> <p>Core office hours are 10am-6pm, Monday to Friday. We currently operate a working from home policy.</p> <p>We welcome conversations around flexible/hybrid working.</p>
<b>HOLIDAY:</b>	22 days per annum plus public holidays, with an additional day added for each year of service, up to a maximum of 27 days excluding bank holidays
<b>NOTICE PERIOD:</b>	Three months
<b>PROBATIONARY PERIOD:</b>	Six months
<b>PENSION:</b>	3% pension contribution after qualifying period
<b>OTHER BENEFITS INCLUDE:</b>	Season ticket loans, Cycle to Work Scheme, Employee Assistance Programme, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discount.

## DEPARTMENT INFORMATION

The Communications & Sales team is led by the Director of Communications and Sales and comprises of:

- Director of Communications and Sales
- Head of Campaigns
- Marketing Manager
- Box Office Manager
- Press Officer
- Press and Marketing Assistant (this role)
- Box Office Assistant (two part-time posts, report to Box Office Manager)
- Box Office Assistant (casual staff, report to Box Office Supervisor)

## MAIN PURPOSE OF POSITION

The Press and Marketing Assistant will support the Communications and Sales Team to support the delivery of press and marketing campaigns across all of the Lyric's shows and activities. They will assist in handling media requests and enquiries, creating press materials, administrative duties and supporting the Press Officer and Head of Campaigns to deliver campaign work. They will assist the Marketing Manager in the creation and completion of all marketing campaigns, including, but not limited to, print distribution, emails and promotions and social media. They will have responsibility for developing and overseeing the production of front of house marketing collateral, including signage, ensuring deadlines are met and assets are presented appropriately at Box Office and other key areas inside the theatre. They will work alongside the rest of Communications Team to develop audiences for all work undertaken by the Lyric on and off stage.

## KEY RESPONSIBILITIES

### Press

- Assisting the Press Officer and Marketing Manager in campaign work and administrative support
- Handling and responding to journalist enquiries as required
- Press ticket administration
- Supporting story pitching to media
- Maintaining and updating the database of media contacts
- Resizing and captioning images and uploading to file transfer sites
- Distributing images and media assets as required
- Compiling briefing sheets for media interviews and photocalls
- Distribution of press cuttings
- Attendance at press nights, launches and key press events including interviews where required
- Compiling biographies for actors and creative teams for website and press releases
- Uploading news materials to the website
- Establishing and maintaining an effective distribution network for shows and generic print throughout West London

### Marketing

- To oversee and take responsibility for the delivery of all marketing collateral, ensuring all assets are updated on-site, including posters and signage and archived materials are stored in an organised manner
- Assist in the creation of weekly social media schedules

- Assist in the design and creation of graphic and content creation for website, socials and newsletter using Photoshop and/or Canva (training will be provided)
- Delivering marketing campaigns for Little Lyric Saturday, Half Term and Summer performances with support from the Marketing Manager
- Liaise with the Press Officer on the press campaign and influencer outreach for Little Lyric campaigns.
- Assisting the Marketing Manager in coordinating and delivering Young Lyric campaigns and activities
- Manage show listings for Main House and Little Lyric productions
- Research and contact suitable networks and groups relevant to an individual production or project to set up relevant promotions and offers
- Ensure the Lyric's access performances and offerings are promoted effectively

### **Website, Digital & Social Media**

- Ensure that all information on the Lyric website is up to date
- Assist with the development of the Lyric's Social Media channels, including scheduling posts and replying to comments and enquiries on a daily basis
- Coordinate PS Swaps and reciprocal activity with relevant and local organisations to help specific campaigns and build local awareness.

### **General**

- To regularly attend Lyric Hammersmith Theatre shows and other events, including Press Nights and development events
- Attend internal and external meetings as required
- To act always in the best interests of the Lyric Hammersmith
- To maximise income and minimise expenditure, without compromising quality or reputation
- Representing the Lyric at events, conferences and meetings as the post requires
- To take an active role in your and the team's continuing professional development, identifying relevant training and professional development opportunities.
- To adhere to the Lyric's Equality Policy, Diversity Action Plan and any other policies or plans the Lyric may introduce in the future.
- To act at all times in the best interests of the Lyric.
- To undertake any other duties as agreed with your line manager as is appropriate to the post.

This job description is a guide to the nature of the work required of this role. It is not wholly comprehensive or restrictive and may be reviewed as required.

## **PERSON SPECIFICATION**

### **Essential:**

- An interest in theatre
- Strong IT skills
- Good verbal and written communication skills
- Excellent organisational, administrative and time management skills with good ability to multi-task
- Ability to work effectively as part of a busy team
- Strong team player and a genuine interest in collaboration
- Positivity, flexibility and enthusiasm and a willingness to learn
- Confident and professional manner
- Excellent attention to detail
- Passion for social media and confident use of social media platforms

### Desirable:

- Experience of working with the public
- Experience of using design platforms such as Photoshop and/or Canva and a good eye for design

## EQUALITY, DIVERSITY & SAFEGAURDING

The Lyric values and promotes diversity and is committed to equality and opportunity for all. We are working actively to be an anti-racist organisation. Everyone who works with us is required to comply with and actively promote our Equality Policy, and no job applicant or member of our workforce will receive less favourable treatment on the grounds of age, disability, gender, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, sexual orientation, class or socio- economic background, trade union activity or political activity or opinion.

The Lyric Hammersmith Theatre has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith Theatre is proud to be a Disability Confident Committed Employer and an official Partner of Parents in Performing Arts (PiPA).



The Lyric works closely with young people, therefore all employees and workers are expected to comply with our Safeguarding Policy as a result an enhanced or standard DBS check will be required.

## APPOINTMENTS

All appointments are made subject to satisfactory references, proof of eligibility to work in the UK and are subject to an enhanced or standard Disclosure and Barring Service (DBS) disclosure.

## LYRIC CONTACT DETAILS

If you have any questions about this role, you can contact the Lyric's Administration & HR Team on 020 8741 6822 option 2 or [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk).

We look forward to receiving your application.



Photo by Helen Murray



Photo by David Tett



Photo by Helen Murray