



## Youth Music Theatre UK Job Description and Person Specification

<b>TITLE</b>	<b>MARKETING INTERN</b>
<b>Responsible to</b>	Marketing Manager
<b>Internal Relations</b>	<ul style="list-style-type: none"><li>• Executive and Production: Executive Producer, Deputy Chief Executive, Assistant Producer, Programmes Administrator, Welfare Manager, Production Manager, Development &amp; Alumni Officer, Finance Officer</li><li>• Board of Trustees</li><li>• Young people on company projects and their families</li><li>• Creative Staff</li></ul>
<b>External Relations</b>	<ul style="list-style-type: none"><li>• Press, Design and Printing Companies</li><li>• Filming and Photography</li><li>• Partnering organisations</li><li>• Schools and youth agencies</li><li>• Existing and potential funders</li></ul>
<b>Role</b>	<p><b>Youth Music Theatre UK (YMT)</b> is the UK's leading music theatre company for young people aged 11-21. Supported by Arts Council England, we specialise in creating brand new musical theatre. Each year we create at least eight new shows across the UK performed by talented young people drawn from a national auditions tour. We work with leading industry professionals and support emerging artists.</p> <p>The Marketing Intern will assist with the creation, coordination and implementation of marketing, communications and digital campaigns. The Marketing intern will have the opportunity to develop skills and gain experience assisting in a small but busy marketing department, directly supporting the Marketing Manager. This role would be particularly suitable for an individual studying Arts Marketing / Arts Administration (on placement), or a recent graduate looking to start a career in Marketing and Communications in the arts.</p>
<b>Main duties</b>	<p>Responsibilities will include:</p> <ul style="list-style-type: none"><li>• Assisting the Marketing Manager in the delivery of marketing campaigns for YMT's activities including: National Auditions Tour, YMT's Summer Season of New Music Theatre, Summer Camps, Outreach and other events.</li><li>• Assisting with the design, print and distribution of marketing materials.</li><li>• Researching target markets.</li><li>• Assisting with maintaining YMT's digital channels including content for website, social media and blog.</li><li>• Assisting with writing and editing copy for multiple channels including press, online and direct mail.</li><li>• Assisting in the collection of market research data.</li><li>• Maintaining CRM database and sales data.</li><li>• Researching, reporting and statistical analysis of marketing campaign activities.</li><li>• Maintaining and developing reciprocal marketing agreements and relationships with stakeholders.</li><li>• Thinking creatively and collaboratively in campaign planning</li><li>• Assisting with planning and implementing e-communications</li><li>• Maintaining video and digital photo archives.</li><li>• Assisting the Marketing Manager and the rest of the marketing team with other appropriate and reasonable press and marketing tasks as required.</li></ul>

#### **OTHER DUTIES**

- General administration e.g. dealing with email and phone enquiries, office post and other duties as required.
- Assisting with other projects as and when required.

**Working with young people** The postholder will be required to undertake a Disclosure and Barring Service (DBS) check (previously CRB checks)

**Other**

- Ensure adherence to the company's policies and procedures with particular reference to child protection, race equality, diversity and health and safety.
- Work collaboratively with team members and other colleagues to meet the company's aims and objectives.
- Work in a flexible manner and to undertake other duties as reasonably requested.

#### **Terms and conditions**

**Salary/fee** – this fixed term internship will be remunerated at the minimum wage level in force at the time of employment currently £14,391 p.a. up to the age of 24 or £15,268.50 for applicants aged 25 +

**Probationary period** – 4 weeks

**Contract** - This is a fixed term position of **between 6 and 9 months** (confirmed at time of contract)

**Place of work** – Youth Music Theatre UK, Fulham, London

**Hours of work:** 37½ p.w. – normally 10.00am to 6.00pm

**Out of office** – the post holder will be expected to attend performances and may on occasions be expected to stay on YMT residential courses.

The postholder is encouraged to attend selected activities and projects on which YMT is working which will, almost always, be in addition to the normal working hours.

**Holidays** - The post holder will be entitled to **20 days (pro rata)** paid holiday and time off in lieu for any bank holidays or weekends worked as required. Most of YMT's courses take place during school holidays and as a result, holidays are generally not allowed during the period 15 July to 1 September.

**Pensions** - YMT operates a workplace pension scheme through NEST.

**Presentation** – casual in the office but smart for occasional events and meetings.

### **Person Specification**

We are looking for an enthusiastic and creative individual with strong communication skills and an eye for detail, to assist in the promotion of YMT's activities.

#### **Qualifications/Experience**

- Good all round level of education preferably up to degree level
- Some experience of working with databases is useful

#### **Skills and Attitude**

- A keen interest in Arts Marketing.
- Interest in and knowledge of social media and other forms of digital marketing.
- Good working knowledge of editing in iMovie or similar
- Proficient in Microsoft Office – Word and Excel and Adobe Photoshop.
- Excellent written English.
- Excellent communication and organisation skills.
- Enthusiastic and hard-working with excellent attention to detail
- Independent, can follow own initiative.

## Desirable

- Interest in/knowledge of musical theatre and the arts
- Previous experience of working in an office environment and administrative skills.
- Some experience of working in an arts / cultural organisation or in a marketing role.

## Ability/Disposition

- Good people skills and be a team player
- The ability to work on their own initiative
- A rapport with a variety of people including young people, their parents, theatre and staff and teachers
- Good time management

## Motivation

- Genuine interest in young people
- Love of the arts and the benefits they can bring to young people

## Recruitment process

Potential applicants should complete the [application form](#) and email it to [ninamcdonagh@ymtuk.org](mailto:ninamcdonagh@ymtuk.org) by **10:00am on Monday 15 October 2018.**

Please inform us if you have any other access needs or requirements.

**Interviews will be scheduled during the 2 weeks after the closing date.**

**Starting date: As soon as possible in October 2018.**

Youth Music Theatre UK is an equal opportunities employer, who is actively seeking to employ people currently under-represented in the creative and cultural sector. This includes young people, ethnic minorities and people with disabilities.



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**