

## Marketing Placement Application Pack

Here at Paines Plough we are always looking for ways to demystify the way we go about commissioning, producing and touring new plays in order to provide support for theatre makers at any stage of their careers through a programme called [Insights](#).

As part of Insights we offer a flexible programme of work placements designed to support the study of students on university and drama school courses at MA or BA level with practical work experience of a busy touring theatre company. Please see below for information on how to apply for our Summer/Autumn 2018 programmes.

*"I learnt a lot specifically about how Paines Plough goes about the marketing process for its shows in Edinburgh – from the admin side of things through to interviewing the playwrights, merchandising and social media. It was really interesting to see how PP goes about targeting different audiences for new writing, and how it not only markets the shows themselves but how they can work together, along with the image of PP's Roundabout which is already a well-known Edinburgh venue, and how playing on the space itself can attract new audiences to the space and to the work."*

Anushka Chakravarti, Marketing Placement, Summer 2017

### OVERVIEW

#### Timeline

The Summer placement period will run for 11 weeks from 15 May to 27 July.

The Autumn period will run for 12 weeks from 10 September to 07 December.

You will be in PPHQ 3 days per week, although this can be flexible depending on the placement and your personal study requirements, 10am-6pm with a one-hour break for lunch.

#### Expenses

We cover travel expenses within London, as well as occasional theatre trips and touring opportunities.

#### Content

As our Marketing Placement you will attain experience in: proof reading, copy writing, content generation, targeting audiences, using InDesign, using MailChimp, editing a website, briefing designers, creating a marketing pack and social media marketing.

As well as the work experience and training specific to your placement (see below), there will be opportunities to participate in company-wide training. Previously Placements have received training in:

- Office skills and time management
- Consultative selling
- Data management
- Tone and style
- Budgets and accounting
- Tour-booking
- Networking
- Public Speaking
- Captioning
- Create design briefs

Previous placements at Paines Plough have gone on to work for companies such as: Donmar Warehouse, National Theatre of Scotland, Lyric Hammersmith, Les Enfants Terribles and Young Vic.

*"Supporting multiple marketing campaigns at Paines Plough I developed skills building relationships with external suppliers and venues, and completed tasks including proof reading copy and creating promotional material for various productions."*

*The team gave me amazing support as well as the resources I needed. The experience provided a strong foundation which enables me to think both practically and creatively to devise and deliver theatre press and marketing campaigns. This has been invaluable as I have progressed in the next stages of my career."*

Rachel D'Arcy, Trainee Producer 2015-16

## HOW TO APPLY

Please send a CV and one-page covering letter detailing your experience, why you are interested in Paines Plough and what you hope to gain from the placement, as well as which placement period you wish to be considered for, to [charlotte@painesplough.com](mailto:charlotte@painesplough.com).

<b>Application deadline</b>	10am on 09 April
<b>Interviews</b>	w/c 16 April
<b>Placement dates</b>	15 May – 27 July
	10 September – 07 December

If these dates are not quite suitable for your course, please do send in your application anyway as we will be open to discussing alternatives.

## JOB DESCRIPTION

**Responsible to:** Marketing & Audience Development Officer

The Marketing Placement works closely with the Production team, supporting the delivery of Paines Plough's full programme of work. Duties include but are not limited to:

### **Press, Marketing and Digital**

- To assist with obtaining biographies and any other relevant programme information from members of the Cast, Production and Creative Teams.
- To assist in the compilation and printing of play texts and programmes.
- To assist with the proofing of promotional print/copy and play texts when necessary.
- To assist in the compilation of Marketing Packs and Schedules for each production.
- To collate and input audience data and feedback from tour venues.
- To support the Marketing & Audience Development Officer in monitoring Paines Plough's digital channels (Facebook, Twitter, Instagram).
- To log comments received via Paines Plough's digital channels (Facebook, Twitter, Instagram).
- To assist with data inputting e.g. post-show feedback forms.
- To feed into content generation for Paines Plough's digital channels (Facebook, Twitter, Instagram).
- To research target audiences and suggest strategies to target them (across all touring scales: small scale, mid-scale and Roundabout).
- Maintain and update website content as and when required.
- To support the Marketing & Audience Development Officer in maintaining and updating MailChimp.

### **Production**

- To have an understanding of the company's programme and activities.
- To attend weekly Production team meetings.
- Support other Production Team tasks as and when necessary e.g. inputting sales reports.

### **General**

- To attend weekly company meetings.
- To attend company previews, events and press nights as required.
- To be an enthusiastic advocate of Paines Plough and have a thorough understanding of the company's mission, vision and aims.
- To work with Paines Plough's core staff in all pastoral aspects of production and day to day running of the company.

## PERSON SPECIFICATION

Candidates need to possess the following attributes/skills to be considered for the position of Marketing Placement:

### **Essential knowledge, skills and experience\***

- A demonstrable passion for theatre marketing and attracting new audiences.
- An enthusiasm for theatre, particularly new writing.
- An ability to work well within a small team.
- Excellent oral and written communication skills.

- A demonstrable passion for, and engagement with social media and digital platforms including but not limited to Facebook, Twitter, YouTube and Instagram. An ability to prioritise a wide variety of tasks and work to tight deadlines.
- Excellent accuracy and attention to detail.
- A capacity to operate and understand IT packages and databases (affinity with Microsoft Word, Excel, Outlook, PowerPoint).

\*Please note we can only accept applications from students in full time or part time education.

**Desirable knowledge, skills and experience**

- Experience of working in the arts.
- An awareness of the current theatrical landscape in the UK.
- An awareness of the marketing practices and processes.
- Experience of editing a website / blog.