

JOB DESCRIPTION TEMPLATE



Marketing Apprentice – The Old Rep Theatre

Contact Name:	Suzanne Priest	No of Employees:	129
Contact Number:	0121 359 9441	Possible Start Date	Tuesday 27th June 2017
Location:	The Old Rep Theatre Station Street, Birmingham B5 4DY	Possible Interview Date	Tuesday 20th June 2017
Registered Company Name	Birmingham Ormiston Academy	Company Address	1, Grosvenor Street, Birmingham, B4 7QD
E-mail address	suzanne.priest@oldreptheatre.co.uk	Weekly Wage	£131.25
Working Week	37.5 hours to include some evenings and weekends	Employer Website	www.oldreptheatre.co.uk

Short Description - - tell us a little about your team and where an apprentice will fit within it?

Be part of a small and dynamic marketing and box office team at The Old Rep theatre in Birmingham we are looking for an enthusiastic, creative and efficient person to promote The Old Rep and its vibrant programme.

You will learn from our team about a range of marketing strategies, how campaign plans are created and implemented, with the opportunity to bring your own ideas to the table. You will learn how to operate a box office in a busy theatre located in the centre of a thriving city.

Birmingham Ormiston Academy (BOA) is a nationally-acclaimed 14-19 academy, specialising in Creative, Digital and Performing Arts. The academy opened in September 2011 and has over 1,000 students passionate about the arts. In September 2014, BOA gained responsibility for operating and managing The Old Rep Theatre.

Opened in 1913 as the UK's first purpose-built repertory theatre, The Old Rep has been relaunched as a young people-driven venue in the heart of the city: offering extraordinary creative opportunities for the young people, families, artists and communities of Birmingham and the wider West Midlands. Our onstage programme combines top quality professional comedy, drama, dance, musical theatre and family productions with performances from local amateur and community companies, and we also produce our very own annual productions. Refurbishment backstage has opened the venue up for both classes and rehearsals. The Old Rep is part of the Birmingham Ormiston Academy group.

Job Role: What are the day to day tasks and duties will your apprentice complete?

Main duties and responsibilities:

- To support the Marketing & Box Office Managers with the development and delivery of various projects, marketing campaigns, advertising and publicity.
- To be an active member of the Old Rep's Marketing & Box Office team, delivering excellent customer service, assisting with the bookings and visitor enquiries.
- To sell tickets and help maximise sales.
- To collate print and publicity materials, display and distribute these as directed by the Marketing & Box Office Managers.
- Provide efficient administrative support to the Marketing team.
- Responding to customer and colleague queries
- Content creation for marketing purposes
- Assist with advertising and promotion through social media platforms
- To contribute to the general running of the theatre and to support other colleagues as and when required.
- To be an effective and flexible member of the team, with a willingness to work some evenings, weekends and bank holidays.

- To attend training courses seen to be useful to the position, as directed by the Marketing and Box Office Managers

Skills Required

- Good attention to detail
- Proactive and positive with a can-do attitude
- Good verbal and written communication skills
- Ability to manage time effectively and meet deadlines
- Computer-literate with a good knowledge of Microsoft Office
- Strong interpersonal skills
- Strong research skills
- Creative and innovative thinking
- Able to undertake responsibility
- Good numeracy skills

Personal Qualities

- Enthusiastic and committed to following a project through from start to finish
- Keen to learn and develop skills, and willingness to widen knowledge
- Ability to think independently and work within a team
- Punctual, honest and reliable
- Passionate about the arts and marketing
- Excellent customer service skills including a polite telephone manner
- Self-motivated with a flexible approach to work
- Ability to form good working relationship with theatre staff and customers

Qualifications Required

Applicants should be literate and numerate. Grade C and above in English, Math's and IT are preferable, however not essential.

Deadline for applications: Midday on Friday 16th June 2017

Standard Questions (these will be asked for each candidate as part of the application process)

- What is it that interests you about this role?
- Any experience or training relevant to the role that you would like to highlight?

Optional Additional Question:

Where do you see yourself in five years?