

Publicity Assistant

Job Description
Person Specification

**WYCOMBE
SWAN**

February 2019

Wycombe Swan is one 12 venues within HQ Theatres & Hospitality's (HQT&H) portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment groups in Europe.

Wycombe Swan is a vibrant and dynamic place to work - a venue which presents some of the best music, theatre and comedy in the country. We always provide our staff with the best opportunities to train and develop within the organisation.

As well growing audiences through high quality programming in our three distinct spaces (Swan Theatre, Old Town Hall, and Oak Room), we have key targets to drive the commercial success of the business through offering exceptional service to our customers. We want all visitors to the Swan to be able to enjoy world class service and this role will be a vital part of delivering on this aim.

Employment type: Voluntary

Salary: National minimum wage

Hours: 10 hours per week, daytime

Work location: You will be based at Wycombe Swan Theatre & Town Hall and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

Purpose of the role: To contribute to the promotion of Wycombe Swan's shows and events; managing delivery of print and distribution. Responsible for receiving, organising all posters and flyers within the venue and updating their displays.

Our ideal candidate: Has experience in a theatre environment dealing with print. They will be capable to work unsupervised, with strong attention to detail and organisational skills.

For an informal discussion contact: Joe Shellard, Marketing and Sales Manager
jshellard@wycombeswan.co.uk

Closing date: Monday 18 March 2019 12:00pm

How to apply: Complete the HQ Application Form available at wycombeswan.co.uk and submit with a covering letter to admin@wycombeswan.co.uk
Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board.

Reporting

The Publicity Assistant reports to the Marketing & Sales Manager.

Key Accountabilities

Strategic

- To contribute as required to the achievement of Wycombe Swan's annual business plan with particular focus on publicising upcoming events to sell more tickets.

Operational

- Responsible for the distribution of print and promotional materials throughout the venue, ensuring that season brochures and other show related print have a high visibility, internally and externally, at all times.
- Conduct general housekeeping of print and promotional materials including booking-in all print on arrival, organising tidy filing systems of upcoming print and cataloguing publicity across venue poster sites.
- Maintain poster sites and leaflet racks across the venue with current and relevant promotional materials for upcoming events. Ensure that print and racks are clean and well-presented.
- Represent Wycombe Swan at community and promotional events.
- Role involves carrying heavy boxes across the venue, and working from a ladder. Equipment and training in manual handling and working with a ladder will be provided.

Health & Safety

- To act in accordance with departmental and company Health & Safety policies and procedures.
- To immediately report any risks to health and safety.

Recruitment, Training and Development

- Training in Manual Handling and working with ladders will be provided on appointment.

Other Responsibilities

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

Experience

- Working independently using initiative to solve problems and make decisions
- Experience in a live entertainment venue or working with marketing/print is desirable

Skills

- Effective organisational and administrative skills and attention to detail.
- Ability to quickly learn new systems and processes, and to collaborate with colleagues.
- An ability to be flexible to business needs and work calmly and effectively under pressure.
- Able to carry out lone and assisted lifting tasks to move and transport boxes of print.

Attitude

- A pro-active, flexible and positive approach to solving problems in a prompt and independent manner.
- A presentable, professional and approachable manner.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service