



Marketing Assistant x 2

Role Type: Volunteer

Time Commitment: 2-4 hours per week, with flexibility around production schedules.

Location: Remote with occasional in-person meetings and events. This role requires regular attendance at our rehearsals/events and shows to gather content.

Overview:

Do you love storytelling, social media, and creative marketing? As a Marketing Assistant, you'll help bring our theatre group to the spotlight by producing engaging content, running promotional campaigns, and increasing our visibility in the local community. You'll have the opportunity to shape our public image and make sure our productions reach bigger audiences than ever before!

With two Marketing Assistants, tasks will be shared based on individual strengths and interests. One assistant may focus more on digital content creation, while the other works on community engagement and press outreach.

1. Social Media & Content Creation

- Create exciting, engaging, and on-brand content for our Facebook, Instagram, Twitter, TikTok, and other social platforms.
- Post regular updates about upcoming shows, behind-the-scenes content, and rehearsal sneak peeks.
- Use photo, video, and graphic design tools (Canva, Adobe, CapCut, etc.) to create visually appealing content.
- Monitor and respond to audience engagement, growing our online presence.

2. Website Management & Digital Updates

- Update the SMTTC website with current show information, rehearsal blogs, and cast interviews.
- Ensure all promotional material is aligned with our branding and licensing requirements.
- Optimise our website for SEO to improve search rankings and audience reach.

3. Press, Public Relations & Community Outreach

- Write and distribute press releases to promote productions, auditions, and events.
- Reach out to local newspapers, radio stations, and community blogs to secure media coverage.
- Work with local businesses and organisations to build partnerships and cross-promote our events.
- Plan and execute promotional events in the community (e.g., flash mobs, themed pop-ups, open rehearsals).

4. Graphic Design & Print Marketing

- Design eye-catching posters, flyers, and programmes for our shows.
- Coordinate the printing and distribution of promotional materials.
- Ensure all materials follow the brand guidelines and theatre licensing agreements.
- Design the programme for each production.

5. Event Planning & Ticket Sales Promotion

- Work alongside the Event Planner to organise marketing-focused events, such as promo nights, community performances, and cast meet-and-greets.
- Develop strategies to maximise ticket sales and ensure every show is a sell-out success.
- Implement creative campaigns to increase audience attendance and boost member recruitment.

Skills Required

- **Creativity & Storytelling** – A flair for creating engaging content and storytelling through marketing.
- **Social Media Savvy** – Experience managing Facebook, Instagram, Twitter, TikTok, and YouTube.
- **Basic Graphic Design Skills** – Familiarity with **Canva, Adobe Photoshop, or other design tools**.
- **Writing & PR Skills** – Ability to write engaging social media posts, blogs, and press releases.
- **Organisation & Time Management** – Ability to juggle multiple tasks and meet deadlines.
- **Collaboration & Teamwork** – Work closely with the Marketing Manager, Directors, and production team.
- **Basic SEO & Website Knowledge** – Familiarity with **WordPress or similar website platforms** is a plus

- **Confidence in Community Engagement** – Ability to approach businesses, press, and the public to promote our theatre.

KPIs:

- **Social Media Growth** – Increase followers and engagement by 10–20% per production.
- **Press Coverage** – Secure at least two media features (newspapers, radio, blogs) per production.
- **Audience Reach** – Improve ticket sales and ensure at least 80% audience capacity per show.
- **Brand Awareness** – Ensure consistent branding across all digital and print materials.
- **Website Updates** – Keep show listings, blogs, and digital content up-to-date weekly.

Why You'll Love This Role:

If you have a passion for marketing, media, and creativity, this role is an exciting opportunity to gain hands-on experience in theatre promotion. You'll be a key player in ensuring our productions get the attention they deserve, while building skills in social media, PR, design, and event marketing. Plus, you'll be part of a passionate, theatre-loving community, what's not to love?