

## **Freelance Marketing and Advertising Officer July 2017**

A Younger Theatre (AYT) is seeking to appoint a Freelance Marketing and Advertising Officer to build and develop the marketing and communications activities alongside increasing advertising revenues for our vibrant publication.

Working closely with the Editor and supported by AYT's Director, the chosen candidate will continue to develop and implement AYT's marketing and communications strategy to increase readership, opportunities and advertising. The position would ideally suit a recent graduate looking to gain experience in digital marketing in the arts for an online publication or someone currently working in a similar position.

### **A Younger Theatre**

Founded in 2009, AYT is an organisation committed to supporting and nurturing emerging creative talent in theatre and the arts. Founded as a blog AYT has grown to become a publication, production company and resource for emerging creative.

In June 2017 AYT will be producing the second INCOMING Festival a ten-day festival at the New Diorama Theatre for the "best emerging theatre companies".

AYT was called "*radically ageist*" by the Guardian, and was named About.com's *Best Theatre Blog*.

### **Marketing and Advertising Duties Include:**

- Research, develop and implement a marketing strategy for AYT, building on the current strategy.
- Collate and compose a monthly E-Newsletter to AYT subscribers.
- Manage and develop growth and engagement on AYT's social networks.
- Explore the use of video content delivery .
- Managing all AYT's advertising enquiries, ad delivery, client liaison and invoicing.
- Work with the Editor and Director on the promotion of AYT specific events.
- Develop partnerships and relationships with venues and promoters liaising with the Reviews Co-Ordinator.
- Source and promote ticket offers, competitions and giveaways for AYT readers.
- Regular reporting on website statistics, social media growth and advertising revenue.
- Attending ad hoc meetings and events to promote AYT where necessary.

### **The ideal candidate will:**

- Be web savvy and able to think imaginatively.
- Have an interest and experience in, marketing and communications for the arts.
- Be keen to develop new and imaginative engagement methods for online readers.
- Be able to work independently with access to emails on a daily basis.
- Be competent in writing copy and have excellent proofreading skills.
- Have an understanding or previous experience of using Wordpress and Mail Chimp.
- Have a knowledge of Photoshop or other photo editing software.
- Have knowledge of basic HTML coding.
- Be committed to and inspired by the AYT vision.
- Be confident in client liaising and understand advertising protocols.

The chosen candidate will be able to work remotely, although regular meetings will take place in London with the rest of the AYT team, or via Skype.

**Fee and Contract:**

The Freelance Marketing and Communications Officer role is a fixed contract of 6 months (September '17 – February '18), with a possibility of further extension after this engagement period. The fee for this contract is £1,050, broken down in £175 monthly instalments.

We are aware that this is a nominal fee and as such will be reflected in number of hours expected per week. This role is intended to fit around other work and all AYT staff have full or part-time roles alongside their commitments to the publication.

**Interviews will take place W/C 14 August in London.**

To apply, please send a one page cover letter explaining your experience and why this role would suit you, along with your CV (max 2 pages) to [jobs@ayoungertheatre.com](mailto:jobs@ayoungertheatre.com) with MARKETING ROLE in the subject line.

Applications must be received before Monday 10 August at 5pm.