

Lakeside Arts Centre Marketing Trainee Placement

PLACEMENT ROLE DESCRIPTION

Traineeship Period: Autumn term 2012, one day a week

Marketing Traineeships in Theatre audience development:

This work related learning placement will provide the successful candidate with the opportunity to work on an audience development project for the performance programme with an emphasis on the Christmas production.

Hours of Work: Average of 6 hours per week, 10 – 5 including an hour for lunch (based in office or theatre as required)

Place of Work: A hot-desk facility is available for use by trainees in Lakeside's D H Lawrence Pavilion

Key relationships: Lakeside Marketing Manager and Assistant; Lakeside Box Office Manager and Box Office Assistants plus the Lakeside Theatre officer.

Nature of Work Related Learning Placement

This placement is designed to provide the successful candidate with vocational work-based experience in arts marketing, under the guidance and direction of the Lakeside Marketing Manager and Assistant.

Aims of Placement

To offer relevant job-related training and linked practical experience in the marketing and promotion of Lakeside Arts Centre and its diverse, high quality programme of events and activities.

Outcomes of Placement

Successful candidates will gain practical and demonstrable experience in the following key areas:

- Understanding of use of social media channels as a marketing and audience development tool, and implementation for Lakeside
- Copywriting – press, direct mails including e-flyers/campaigns and brochure
- Delivering direct mail campaigns
- Major event and ongoing activity campaign planning
- Print design, and print management
- Data base and hard copy file maintenance
- Website maintenance
- Planning and delivery of hospitality events

Successful candidates will have the opportunity to develop the following key skills:

- Oral and Written Communication skills
- Team working
- Problem-solving
- Flexibility
- Self-motivation
- Proof-reading
- Accurate record-keeping/data base maintenance

Successful candidates will have the opportunity to develop the following job-related knowledge:

- Press release preparation
- Photo-call procedure
- Publicity Copy writing
- Data Protection and other relevant legislation

The above experience and skills will enable them to demonstrate to potential employers their suitability to undertake jobs in arts marketing/arts administration.

Key areas of work will include some of the following areas:

1. Assisting with copywriting for brochures/leaflets
2. Assisting with Mailouts – direct mail letters, flyers, posters
3. Campaign development and research
4. Assisting with Press and Media planning
5. Writing press releases
6. Developing advertising opportunities
7. Building and maintaining media contacts
8. R & D into Social Networking sites with view to enhancing effectiveness of Lakeside's social media presence
9. Organising photo opportunities for Lakeside events
10. Production of marketing materials:
 - proofreading
 - liaising with designers and printers
11. Looking at distribution of Lakeside publicity materials
12. Assisting with and undertaking market research/audience surveys:
 - collating questions and undertaking analysis
13. Evaluating marketing campaigns
14. Liaising with visiting companies and artists
15. Undertaking on-line support for Lakeside's on-line presence
16. Archiving Lakeside materials
17. Organising press cuttings
18. Assisting with front of house displays
19. Updating Lakeside database with media and distribution contacts
20. Assisting with Box Office tasks including gaining an overview of Tessitura and its related applications.

Person Specification

Essential Skills

Excellent communication skills - oral and written
Computer literate in the following: Word, email, web
Flexible and creative approach to work
Multi-tasking with ability to prioritise
Proven administrative and organisational skills
Self-motivation
Ability to work to deadlines
Interest in Performance

Essential Knowledge

Understanding of social media

Desirable Knowledge

Working knowledge of Pagemaker, Photoshop