

THEATRE

# Hullabaloo



## MARKETING ASSISTANT RECRUITMENT PACK

SPRING 2021

# WELCOME

Thank you for your interest in the role of Marketing Assistant at Theatre Hullabaloo.

Theatre Hullabaloo is one of the UK's leading children's arts organisations. We make, produce, promote and programme world-class theatre for young audiences. In December 2017, we opened The Hullabaloo, a purpose-designed venue for children and families in Darlington, which is where we are based.

Theatre Hullabaloo is a small team fired with passion and commitment to impact the lives of our local audiences and also to contribute to national and international conversations about the role of the arts and creativity in children's lives. We are a friendly and inclusive organisation who work hard to support and meet the varying needs of people who work with us to ensure we employ the best people to do the job and that they represent the communities we serve. We are now looking for a Marketing Assistant to support the delivery of our Marketing and Audience Development ambitions.

The Marketing Assistant is a new role at Theatre Hullabaloo designed to support our day-to-day marketing activities and to boost our organisational profile.

This application pack gives you an overview of Theatre Hullabaloo, the Job Description and Person Specification and details of how you can apply. **Please note that the deadline for applications is 6 September 2021 at 12 noon.**

If you would like to discuss the role prior to application, please email [info@theatrehullabaloo.org.uk](mailto:info@theatrehullabaloo.org.uk) so that a phone call with Miranda Thain, CEO/Artistic Producer or Kimberley O'Hara, Marketing & Audience Development Manager, can be arranged.

We look forward to receiving your application.

Miranda Thain  
Chief Executive/Artistic Producer

## ABOUT THEATRE HULLABALOO

Theatre Hullabaloo believes that creativity should be part of everyone's childhood. We are a pioneering organisation that makes, tours and promotes theatre for children and young people because we believe that they are the most important audience of all. Established as Cleveland Independent Theatre Company, a general regional touring theatre company in 1979, the organisation became a specialist young people's company in 1994 (CTC Theatre) and was then reimagined as Theatre Hullabaloo in 2009.

Theatre Hullabaloo is a National Portfolio Organisation (NPO) of Arts Council England, a registered charity and one of the leading specialist children's theatre organisations in the UK. We make and commission new work for audiences from birth to 16 years which tours regionally, nationally and internationally to a mixture of theatres, venues, schools, nurseries and community settings. We also deliver a busy artist and sector development programme, believing that our audiences deserve work made by the most brilliant of artists and we work with a range of partners and stakeholders to produce research into the value of creativity in the lives of children which impacts on national policy in this area.

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*'If this was weekly, I  
would bring my  
child every week!'*

*- Audience  
member (Lullabub)*

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# THE HULLABALOO



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*'I feel lucky that we have such an exciting arts facility so close to home as my daughter grows up'*

*- Audience member*

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In December 2017, Theatre Hullabaloo realised the dream of opening a purpose-built venue for children and families in Darlington. The Hullabaloo presents a year-round programme of world-class performances, free creative play installations, family-focussed activities, and participatory work with particular emphasis on early years creativity.

The venue has already welcomed over 55,000 children and their grown-ups through its doors to see wonderful theatre specially made for them, engage them in magical play installations and much more. The venue was named 'Best Family Venue 2019' in the national Fantastic for Families awards.



## OUR VISION

A world where art and creativity for children is as brilliant and inspiring as they are and is a fundamental part of everybody's childhood

## OUR MISSION

Theatre Hullabaloo champions the rights of children to art and creativity as an irreducible part of child development. We do this by making, presenting and advocating an inspiring and ambitious programme of theatre and play which is accessible to all children and families and speaks to all stakeholders in childhood

## OUR VALUES

Theatre Hullabaloo is:

### BOLD

We are artistically ambitious for our audiences and take risks in the ideas, stories and forms that we use to make meaning of our world

### CHILD CENTRED



### IMAGINATIVE

We celebrate the power of the imagination to make positive change. Imagination is magical, it stimulates creativity and innovation

### COLLABORATIVE

We believe that we can achieve more when we develop ideas collaboratively, engage with a broad range of voices and make space for everyone to contribute

### ACCESSIBLE

We are passionate about the rights of all children and families to have the best possible experience of our work, to feel invited and able to participate and to be fully represented in that work

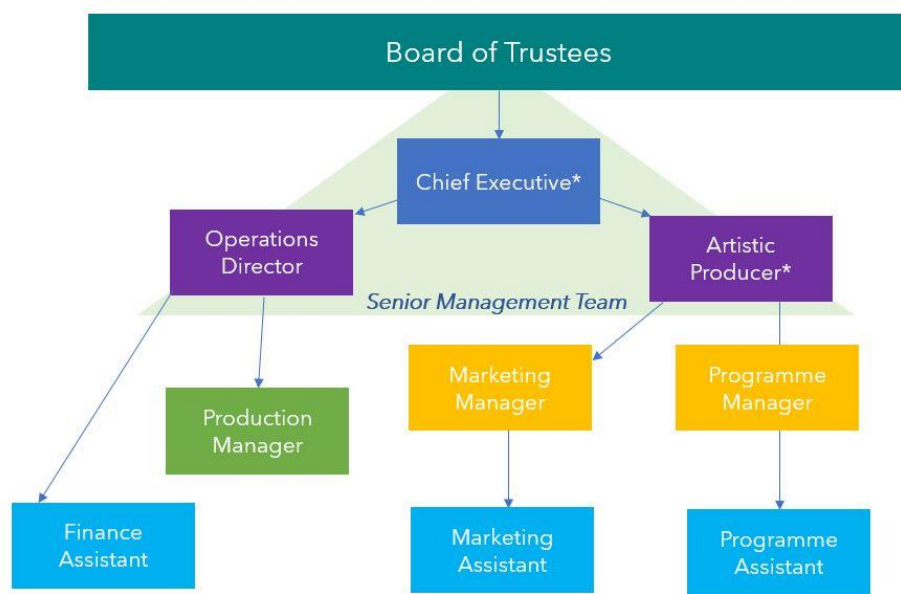
## Our Strategic Aims 2021-23

- To ensure The Hullabaloo is accessible to all, increasing engagement with local communities to ensure The Hullabaloo is meaningful to more children, families and schools locally and regionally.
- To increase the profile of Theatre Hullabaloo locally, regionally and nationally
- To achieve greater organisational sustainability and reduce our environmental impact
- To contribute to the recovery of artists and communities from the Covid-19 pandemic

## STRUCTURE & GOVERNANCE

Theatre Hullabaloo is the trading name of Cleveland Independent Theatre Company Ltd and is a registered charity and a company limited by guarantee governed by its charitable objects and Memorandum and Articles of Association. Theatre Hullabaloo currently has a staff team of seven and an array of freelancers that make up the wider creative and project teams.

Theatre Hullabaloo is governed by a board of eleven trustees which meets five times a year to administer the charity. The board also operates a finance sub-group which meets quarterly and other subgroups in areas of staffing, income generation and access and inclusivity.



\* These two roles are currently held by the same person

## THE ROLE

<b>Title:</b>	Marketing Assistant
<b>Salary:</b>	£19,500 per annum pro rata
<b>Hours:</b>	20 hours per week
<b>Contract type:</b>	Part time, permanent (6 month probationary period applies)
<b>Annual leave:</b>	27 days per annum plus bank holidays (pro rata)

We are proud to be a family friendly employer and operate a flexible working policy, in order to help our staff achieve a healthy work/life balance. Theatre Hullabaloo is a Living Wage Employer and is signed up to the Breathe Culture Pledge which is our commitment to the wellbeing of our team.

## OVERVIEW

The Marketing Assistant supports the Marketing & Audience Development Manager in the effective marketing of Theatre Hullabaloo and all of its strands of work. The role is key to implementing day to day marketing activities to help increase awareness and audiences to The Hullabaloo.

## MAIN RESPONSIBILITIES

- Provide support to the Marketing & Audience Development Manager in the implementation of marketing and audience development strategies
- Assist with the development and execution of marketing campaigns with a particular focus on programmes at The Hullabaloo
- Assist with managing Theatre Hullabaloo's social media channels including creating engaging content, responding to queries, manage and schedule posts and evaluate and report on effectiveness
- Creation of engaging copy for Theatre Hullabaloo's website, updating the website Content Management system (CMS) including show / event copy and imagery
- Setting up shows and events using our Box Office system, Spektrix
- Organise and manage marketing collateral, ensure that FOH displays are stocked with marketing collateral and printed material is distributed to other venues where applicable
- Manage our image database ensuring that images are stored and labelled correctly
- Ensure the Press Database is kept up to date, assist with sending press releases out to press and sourcing images to accompany news releases.
- Update external listings sites with show / event information
- Collate marketing material from visiting companies, prepare any necessary briefing documents and assist with supporting visiting companies to The Hullabaloo
- Track and collate box office figures and marketing collateral when Theatre Hullabaloo are on tour
- Collate marketing material for schools, including assisting with managing the school database, calling schools to inform them about the shows available to book and responding to any queries
- Assist with school visits to The Hullabaloo, including welcoming them to The Hullabaloo and assisting with any queries from school staff



- Conducting of audience surveys and oversight of volunteer freelance staff collecting data from audiences (shared with Programme Assistant)
- FoH duties and event support as required (shared with Programme Assistant)
- Attend and set up at community events to represent the organisation and talk to people about our work
- To undertake such other relevant duties as may be requested from time to time by the Marketing & Audience Development Manager or Senior Management Team.
- General office administrative duties (shared with the Programme Assistant) such as telephone answering, responding to emails, recycling, filing etc

### General

- Act as an advocate for the company, communicating enthusiastically and confidently about our work.
- Work in line with the company's mission, vision and values.
- Adhere to Theatre Hullabaloo's Health and Safety, GDPR and Safeguarding procedures at all times
- Promote equality and inclusion within the workplace
- Offer a high level of customer and audience care at all times
- Be available to work occasional evenings and weekends when required, along with a handful of meetings and company commitments throughout the year.

### Additional

- Theatre Hullabaloo is an equal opportunities employer and we are committed to attracting and recruiting candidates from all communities.
- As a family-friendly organisation, working hours can be flexible.
- Holiday entitlement: 35 days per annum (including public holidays) pro rata.
- No overtime is payable but TOIL may be taken in agreement with your line manager.

## PERSON SPECIFICATION

ESSENTIAL CRITERIA	Application	Interview
Excellent written and verbal communication skills	•	•
Genuine passion for cultural activities for families with young children	•	•
Ability to work as part of a team as well as using own initiative	•	•
Ability to prioritise work, to work under pressure and deliver to deadlines		•
Ability to manage own workload and work across projects simultaneously	•	•
Previous experience of working within an office environment		•
Good time management skills		•
Good attention to detail and ability to proofread		•
Good communication skills (with line manager, staff team and stakeholders)	•	•
Good IT skills, proficient in Word, Excel, the ability to use new software and familiarity with communications across a variety of platforms		•
The ability to be resourceful and seek the best value for money		•

DESIRABLE CRITERIA		
Experience of working within a marketing or administrative role or similar	•	•
Experience of working with a Box Office System	•	•
Experience of working with WordPress	•	•
Knowledge of Theatre Hullabaloo's work	•	•

Interest in theatre and cultural activities for young audiences	•	•
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## HOW TO APPLY

Please visit <https://airtable.com/shrwES5UULV2u7hHd> to complete an application form. We want to help applicants to fully represent what they can offer the organisation, so if you feel our application form isn't the best format for you, please contact us so that we can give you access to what you need to apply or attend for an interview.

We will be scoring your application based on how well you demonstrate you meet the essential criteria above, so make sure to include all relevant skills and experience so we can shortlist accurately.

Theatre Hullabaloo is an Equal Opportunities Employer and recognises the importance and advantages of diverse workplaces and communities. We particularly welcome applications from or those who identify as from an alternative background to White, for example People of South, East, West and Central Asian heritage, African and Caribbean heritage, Middle East heritage, Latinx people and mixed heritage, those who identify as LGBTQI+, or are d/Deaf or disabled.

Please note that CVs will not be accepted, and we cannot accept physical copies of applications as we are not currently working in the building.

**Application deadline:** 6 September 2021, 12pm

**Interview dates:** 16 / 17 September 2021

If you would like an informal conversation about the role, please contact the office by emailing [info@theatrehullabaloo.org.uk](mailto:info@theatrehullabaloo.org.uk).

## PRIVACY NOTICE

Theatre Hullabaloo will collect and maintain some personal information about you throughout the recruitment and selection process. The organisation is committed to

being transparent about how it collects and uses that data and to meeting its data protection obligations. The full applicant privacy policy is on our website alongside the application pack.



The Hullabaloo, Borough Road,  
Darlington DL1 1 SG  
01325 405680  
[info@theatrehullabaloo.org.uk](mailto:info@theatrehullabaloo.org.uk)  
[www.theatrehullabaloo.org.uk](http://www.theatrehullabaloo.org.uk)



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**ARTS COUNCIL  
ENGLAND**

Theatre Hullabaloo is a trading name of Cleveland Independent Theatre Company  
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