

Marketing and Communications Administrator: Recruitment Pack





About Little Angel Theatre

"Little Angel is tirelessly inventive, offering an unbeatable experience" - The Stage Awards.

Little Angel Theatre is a home for puppetry. Since its doors first opened in 1961 the theatre has been dedicated to creating and sharing inspiring stories. Puppetry is at the heart of this innovative theatre, from igniting the imaginations of the youngest minds to equipping tomorrow's puppeteers with the tools they need to succeed. As well as an internationally recognised theatre with productions touring throughout the UK and across the globe, Little Angel Theatre also has its roots in Islington and works with its local, diverse community to break down barriers to arts engagement so all can benefit and enjoy this remarkable art form.

OVERVIEW

Reports to:	Senior Marketing and Communications Manager
Salary:	£25,500
Hours:	Full time, Monday to Friday (10am-6pm regular hours). Overtime is not paid but time off in lieu will be given.



As a charity, we are engaging with a trial of a 4-day working week. This will shift working to four days with no adjustment to the offered salary.

This role has an expected in office average of 3 days per week.

Holiday: 26 days per annum + bank holidays.

Fixed term contract: 1 year fixed term

Commences: As soon as possible

We particularly welcome applicants who are currently under-represented in the arts and puppetry sector. For further information or to discuss access requirements for your application contact us at recruitment@littleangeltheatre.com

Please head to our website to see how to apply for the position.

<https://www.littleangeltheatre.com/about-us/jobs-and-opportunities/>

CORE DUTIES

The Role

The Marketing & Communications Administrator is a key member of LAT's marketing team and is a varied role working alongside multiple departments within the organisation. They will support the delivery of LAT's marketing, press and customer experience strategies across all strands of work.

They will proactively lead on content creation for the organisation across all of LAT's channels, with support from the Senior Marketing and Communications Manager, to ensure both internal and external communication needs are met and delivered for all departments.

They will support the Marketing Manager to promote LAT events to reach box office targets, maximise audience attendance (in-person and online), and to deliver the marketing campaigns for all of LAT's in-house and touring productions.

This is an ideal entry-level role for a candidate who wants to combine their strong administrative skills with their interest and passion for marketing. The successful candidate will have a passion for theatre and be ready to work in a fast-paced and adaptive environment. The role would be of interest to



people looking to gain a good understanding of how a theatre is marketed, specifically from a content creation and communications perspective and for those looking to start a career in marketing, PR or wider arts administration.

LAT proactively encourages professional development opportunities (including training contracts). We operate a flexible / hybrid working model for all staff, and particularly to support those with caring responsibilities.

Quote from a former Marketing Administrator at LAT:

"I absolutely loved working at LAT and would recommend it to anyone interested in working in theatre marketing. It's such a fun and friendly team to be part of, and I really enjoyed working on so many interesting projects with so many brilliant creatives."

Principal Areas of Responsibility:

Social Media

- Support the implementation of LAT's social media strategy across Instagram, Facebook, Twitter, YouTube - creating innovative content and captions to engage a diverse audience across these platforms for our whole programme of events - onsite, on tour and digital.
- Maintain our busy Social Media calendar, collating information from across the organisation and ensuring all activity is given fair and appropriate coverage.
- Ensure all communications across social media are responded to in a timely manner (where appropriate).



- Design and create posts and reels for social media
- Edit and resize images for social media using Photoshop and Canva.
- Lead on the development of content developed in-house, for example footage of puppet creation, craft tutorials.
- Edit, upload and subtitle video content produced in-house.

Website

- Edit the website using WordPress, ensuring all content is kept up to date.
- Assist the Marketing Manager and Box Office and Data Manager in putting new shows, courses and classes on sale by creating webpages for our website.
- Lead on content creation for the Little Angel blog, maintaining a schedule and circulate on socials and other relevant platforms.

Press and PR

- Collaborate with the Senior Marketing and Communications Manager and our external PR agency on the collation of press collateral to deliver press releases.
- Act as a first point of call for press enquiries including but not limited to: press invites and pitching.
- Support in the co-ordination of press events, attending press shows to deliver a warm welcome to press invitees - able to speak about the wider programme and organisation.



- Monitor and record our online and offline PR coverage.

Print

- Ensure up to date and relevant print is displayed in the foyers and public spaces of both venues at all times.
- Monitor distribution of flyers - ensuring that stock is available / reordered in good time.
- Proofread all LAT branded print, including but not limited to flyers and posters.
- Design basic print such as flyers and posters using Canva

Audience Engagement & Development

- Create engaging and well-written fortnightly e-newsletters to the LAT mailing list, drafted in good time for review and proofing for the wider staff team.
- Create targeted emails for specific events or strands of work including schools, using Spektrix (with the support of the Box Office & Data Manager) to identify focused audience segments and generate targeted mailing lists.
- Identify opportunities for new listing opportunities on theatre, family and puppetry focussed websites and apps, ensuring LAT activities are listed on all relevant sites and content is up to date and accurate.
- Undertake relevant research into audiences using G4A, social media analytics and e-newsletter statistics to evaluate the effectiveness of campaigns and inform audience development strategy, reporting this back to the



Senior Marketing and Communications Manager on a regular basis.

- Develop and maintain relevant databases on specialised audience groups, especially schools, local community groups and for access work.

Marketing Administration

- Undertake marketing administration such as filing paperwork, collecting photo consent forms, organising mailouts and updating the press list.
- Produce action-based minutes for all marketing meetings, adding notes to timelines and projects where necessary, and disseminating this to the wider organisation as required.
- Keep track of sales targets, proactively identifying opportunities to drive sales when needed.
- Provide support to the Production department in the creation of marketing packs for tours.
- Create print for touring venues and liaise with their marketing teams
- Maintain and co-ordinate the press, advertising and image archive.
- Respond to general enquiries by phone, email and post, including managing the marketing@littleangeltheatre.com account.

Other

- To represent the company as and when required at performances, workshops, and other networking events.



- Adhere to Little Angel Theatre's policies and procedures relating to Safeguarding, Health & Safety, Environmental Responsibility and Equal Opportunities.
- Attendance at all staff meetings, show "Meet and Greet" and VIP shows.
- Adhere to procedures relating to the proper use and care of equipment and materials for which the role has responsibility.
- Any other ad hoc duties or projects as required by the Marketing Manager.

Perks of the job

- 4-day working week, with full 5-day pay.
- Industry-leading in supporting staff with a flexible work/life approach.
- Proactive approach to training and development.
- Generous annual leave allowance, including birthday leave.
- Free places on adult learning courses to develop your skills.
- Be part of an exciting, dynamic and award winning organisation.
- Complimentary tickets to shows for you and your family.
- Cycle to work scheme.
- Employee benefits scheme, including discounts at cinemas and local / national retailers.

PERSON SPECIFICATION

Little Angel makes work for a wide-ranging family audience. All staff members are expected to represent the company in a friendly and approachable manner at all times.

Essential

- Excellent organisational/administrative skills and good attention to detail
- Excellent communication skills both, written and oral, and a personable approach.
- Good photography and videography skills including content creation and editing
- Excellent copy-writing and proof-reading skills
- Time management skills; proven ability to manage a busy and vibrant schedule
- An ability to work independently as well as part of a team.
- Confident in using Microsoft Office, especially Word and Excel
- Experience of website editing, ideally using WordPress – however training is available if required.
- Willing to be a champion of the organisation, taking a hands-on approach and work adaptively in a small team - so that everybody internal and external understands the work that we do
- Passionate about Arts Marketing and Communications



- Native social media user; Twitter, Facebook, Instagram, TikTok and YouTube

Desirable

- Experience working in a family-friendly theatre or arts venue
- Experience of video platforms such as YouTube and Vimeo
- Experience using Adobe Creative Suite or online design software such as Canva
- Knowledge of box office systems, ideally Spektrix
- Interest in theatre/puppetry or related artforms
- Passionate about creating a fantastic experience for audiences online and in-person
- Knowledge of the Children's Arts sector and passionate about its vitality
- A passion for working within the organisation to reduce the environmental impact of our operations.

This job will require proof that you have the right to work in the UK. We are legally required to perform a right to work check with the chosen candidate.



HOW TO APPLY

Please head to our website to see how to apply for the position:

<https://www.littleangeltheatre.com/about-us/jobs-and-opportunities/>

There you will need to download and complete our Application and Equal Opportunities forms.

Please send your completed application form to recruitment@littleangeltheatre.com with the subject line Your Name – MA25

You can fill in our Equal Opportunities form here:

<https://forms.gle/9HvGCmqMvaGtqCuv7>

As part of any recruitment process, Little Angel Theatre collects and processes personal data relating to job applicants. Your information will be shared internally on a limited basis only for the purposes of the recruitment exercise. If your application for employment is unsuccessful, Little Angel Theatre will hold your data on file for six months after the end of the relevant recruitment process.



Closing date for applications: 5pm, Wednesday 16th July 2025

Interviews: Week Commencing 28th July 2025

Start date: As soon as possible

For more information about the company please see www.littleangeltheatre.com

Little Angel Theatre is an Equal Opportunities and accredited London Living Wage employer.

