



## Marketing & Communications Assistant Job Description

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<b>Job Title:</b>	Marketing & Communications Assistant
<b>Reports to:</b>	Marketing & Communications Manager
<b>Direct reports:</b>	None
<b>Contract type:</b>	Fixed-term 12-month contract. Extension dependent on funding.
<b>Contracted hours:</b>	17.5 hours per week
<b>Pay Grade:</b>	£25,000 (£12,500 pro rata)

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### About Us

Cumbernauld Theatre is a regional performing arts venue serving Cumbernauld's population of 55,000+ and the surrounding communities of North Lanarkshire and the northern corridor, as well as neighbouring areas including Falkirk. The organisation presents a programme of diverse, professional performing arts and cinema events, opportunities for the local community to take part in creative activities, development support for Scotland's creative performing arts sector and, in partnership with North Lanarkshire Council, provides an excellent venue for local community performing arts organisations to present their own work. With a 60-year history of producing our own work, we continue to support emerging directors and creatives.

### Our Vision

**To be the cultural heart of Cumbernauld and North Lanarkshire, engaging our communities and strengthening Scottish performing arts.**

We bring people together through performances on stage and screen, provide opportunities to create and take part in the arts and help develop Scotland's performing arts professionals.

### Our Values

- We believe in what we do, who we do it for and with.
- We take care of those we engage with and each other.
- We listen, learn and adapt to the needs of our communities

### About the Role

Working closely with the Marketing & Communications Manager, this role supports the day-to-day running of the Marketing Department, delivering marketing campaigns across live events, cinema and community engagement activities. The post holder will have a particular focus on coordinating digital output for *A Town For Tomorrow Today*, a project marking Cumbernauld's 70th anniversary as a new town. Playing a central role in this project, this is an opportunity to take ownership of a digital campaign, working with community partners and creative teams to share activity, stories and outcomes as the project develops.

## KEY RESPONSIBILITIES

- Create and schedule social media content, including coordinating the Cumbernauld Theatre TikTok account and working with staff, visiting artists and creatives to develop content, while keeping up with platform trends.
- Gather, create and share digital content from rehearsals, workshops, events and community activity, supporting the promotion of the organisation's programme across digital channels.
- Monitor social media activity, including comments, messages, general enquiries, platform statistics and audience growth, and pass enquiries to the relevant teams.
- Deliver email marketing activity, including regular newsletters and targeted mailings using Dotdigital.
- Draft and edit digital content across email, web and social media, promoting events, cinema screenings and participation activity.
- Assist with website maintenance, including event listings, news posts and general updates.
- Assist with press activity, including drafting press releases and contacting media outlets as required.
- Attend and support press nights, including coordinating guest lists and invitations.
- Coordinate the marketing inbox, liaising with visiting companies on general enquiries and information.
- Assist with print activity, including the maintaining of the print log, updating poster and signage schedules and arranging distribution to local libraries, cultural and community venues.
- Attend monthly cross-departmental marketing meetings and take minutes as required.
- Undertake other reasonable duties in line with the role, as required.

## PERSON SPECIFICATION

	<i>Essential</i>	<i>Desirable</i>
<b>Education</b>	<ul style="list-style-type: none"> <li>Higher in English and/or an Arts subject at SCQF Level 6 or 7 or equivalent.</li> </ul>	
<b>Specific skills</b>	<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills</li> <li>An eye for design and content aesthetics.</li> <li>Creative copywriting skills.</li> <li>Excellent organisational skills.</li> <li>Competent with Microsoft Office, in particular Word, Excel and Outlook.</li> </ul>	<ul style="list-style-type: none"> <li>Adobe Creative Suite (Photoshop, InDesign, Premiere Rush)</li> <li>Spektrix or box office experience</li> </ul>
<b>General Competencies</b>	<ul style="list-style-type: none"> <li>Attention to detail.</li> <li>Commitment to ongoing professional development, staying current with digital marketing trends and technologies.</li> </ul>	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Familiarity with Cumbernauld and the community we serve</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>Eagerness to acquire new skills.</li> <li>Interest in the arts.</li> <li>Availability and willingness to work occasional evenings or weekends to fulfil requirements of the role.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in the arts (either professionally or voluntarily).</li> <li>Experience of working in a marketing or customer service role (either professionally or voluntarily).</li> </ul>

The post-holder will be required to pass a standard Disclosure Scotland background check.

**Pension:** Contributory pension scheme available with NEST

**Location:** Cumbernauld Theatre, South Kildrum Ring Road, Cumbernauld, G67 2UF.

**Contract:** One-year fixed term, with a three-month probationary period. Extension dependent on funding.

**Hours of work:** 17.5 hours per week (2.5 days) The exact pattern will be agreed upon appointment.

**Holidays:** 34 days pro rata which includes 5 flexible public holidays and 4 fixed public holidays on 25 and 26 December and 1 and 2 January.

**Right to Work:** The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006

**References:** Offers of Employment are subject to the receipt of satisfactory references.

**Additional Benefits:** A staff discount scheme applies to all employees for cinema, performances and the bar/kiosk.

**Notice period:** 1 Month

**Location:** Cumbernauld Theatre at Lanternhouse, South Kildrum Ring Road, Cumbernauld G67 2UF

We strongly encourage people with disabilities and people who are from ethnically or culturally diverse backgrounds to apply as we are keen for our team and work to be informed and representative of the diverse community we serve.

[lanternhousearts.org](http://lanternhousearts.org) | [info@cumbernauldtheatre.co.uk](mailto:info@cumbernauldtheatre.co.uk)

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