

# NEW VIC



appetite

**Appetite Project & Marketing Assistant (part time)  
Role Information Pack**





*The Prince & The Pauper (2019/20)*

Thank you for your interest in the post of Appetite Project & Marketing Assistant (part time) at New Vic Theatre.

We are looking for someone with experience in marketing or administration to support the Appetite team on specific projects with administration, marketing campaigns and be the 'go-to' contact for Appetite project enquiries.

You will be a collaborative team-player with excellent communication and organisational skills supporting specific projects within the Appetite programme. This is varied and busy role where no two days are ever the same. This role is offered on a fixed term 6 month contract, but may be extended dependent on funding.

We hope that this pack will answer all your questions, but if there is anything else you would like to know about the role or working for the New Vic, please do get in touch on 01782 381371 or by email to [recruitment@newvictheatre.org.uk](mailto:recruitment@newvictheatre.org.uk)

*Deadline for applications: 7 May at 10am  
Interviews: 24 and 25 May 2021*



The Appetite Project Team is involved in devising and developing a diverse annual programme of arts activity which includes: The Big Feast, Stoke-on-Trent's annual outdoor arts festival; trips to local and national arts organisations, and small and large-scale partnership projects. For Newcastle under Lyme we are developing a new artistic programme of activity in partnership with local people and partnership organisations. The team is responsible for all associated activity including artistic programming, marketing, production, audience development, volunteering and evaluation.

Appetite is funded through the National Lottery by Arts Council England as part of the Creative People and Places programme. This programme includes 30 programmes across England and we're actively involved in the Creative People and Places Peer Learning Network.

The team works with a network of local people called the Appetite Supper Club to help make decisions about the programme. This groups meets once a month. For Newcastle under Lyme the team is responsible for the development of new community decision-makers and a range of activities inspired by our model of working in Stoke-on-Trent by working with new people from the Borough of Newcastle under Lyme to make decisions about what arts activities they'd like to see in the area.

The team is involved in working with a range of artists and partners locally, nationally and internationally. As such, Appetite team members come into contact with a wide range of people from audience members, volunteers, staff, suppliers and freelance artists. No two days are the same and in a constantly changing environment, Appetite has a flexible approach to prioritising their day-to-day tasks.

As a programme which is supported by a consortium, some of the programme is delivered in partnership with consortium members. Partners in Creative Learning (PiCL) is a key delivery partner who manage financial transactions and contracting for the programme.



# Appetite Project & Marketing Assistant (Part Time) Role

## Contract:

The post of Appetite Project and Marketing Assistant is offered on a part time fixed term contract basis from 1 July 2021 (or as close to this date as possible) until January 2022 (with potential to extend the length of the contract dependant on further funding).

## Salary

The salary for the post is £9,585 per annum (£4,793 for 6 months). The salary is paid on the last Friday of each month.

## Hours of work

The normal hours are 20 per week to be worked flexibly across Monday to Friday. The exact days and working hours are flexible and will be discussed and negotiated with candidates at offer stage of the process.

The departmental core hours are Monday to Friday 10am to 6pm. As a member and advocate of the Appetite programme you will be working at Appetite events some of which are in the evenings and weekends. We will always give you reasonable notice of when these will be.

Any additional hours are agreed in advance with the Appetite General Manager. Where the number of hours worked in any 4 week period exceeds the contractual hours, then time off in lieu at single time will be given. Overtime is not applicable to this post.

## Probationary & Notice Period

The probationary period for this post is 3 months. The notice period during the probationary period is 2 weeks. Following successful completion of the probationary period the notice period is 4 weeks.

## Holiday Entitlement

The annual holiday entitlement for this post is 80 hours per annum plus bank holidays pro rata (total 112 hours). This equates to 4 weeks plus 8 bank holidays pro rata. For the 6 month contract, the total entitlement is 56 hours including bank holidays (40 hours not inclusive of bank holidays pro rata).

## General

All eligible staff are automatically opted in for the New Vic's basic pension scheme under auto enrolment legislation.

All offers of employment are subject to the candidate being able to provide suitable proof of their eligibility to work in the UK and references.

## Work Location

The role will involve working from Appetite project sites, (e.g. Newcastle Common project base in Newcastle town centre and from home and from the New Vic.



*Projector Bikes (2020)*

# Project & Marketing Assistant (Part Time)

## Job Description

**Responsible to: Appetite General Manager**



### Role Purposes:

To support the Appetite team with specific project administration, project marketing campaigns implementation and general support for the day-to-day activities of specific projects.

This role will provide support to specific projects that involve partners. It will be important to have a thorough understanding of Appetite's administrative, marketing, evaluation and operational processes, to ensure they run through all projects, and you will be the go-to contact for specific project enquiries. It is envisaged that this role will work on one large partnership project, though it could be a combination of a few smaller projects as plans develop.

### Project & Marketing Assistant

- \* To be the main point of contact for general enquiries related to specific defined projects and deal with all daily administrative tasks related to them.
- \* To be one of the main points of contact with partners and others relevant to the project.
- \* Support the administration of specific projects with particular reference to arts and marketing delivery, digital content, social media, partnership engagement, event logistics, communications and audience development.
- \* Assisting with the planning and delivery of events on specific projects. This includes organising and ensuring all facilities including catering, audio visual equipment etc are available for the meetings, workshops and events.
- \* Provide administrative support to the Project Team to ensure smooth running of their activities such as; setting up meetings (online or at a venue), minute-taking, making travel and accommodation arrangements for team, programme participants and partners
- \* Work closely with the Appetite Producer & Production Manager to administer all logistics for any project events/activities to ensure they are managed safely and effectively. This includes supporting and troubleshooting on the day of events to ensure that all runs smoothly.
- \* Support the Appetite Community Participation Coordinator to manage the volunteers at project events and any facilitated visits.
- \* Support staff for project events including legal and health and safety compliance, preparation of rotas, briefs, and recruitment.



# Appetite Project & Marketing Assistant (Part Time): Job Description (cont)

## Monitoring & Evaluation

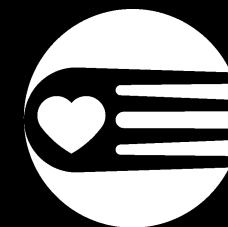
- \* Support the Appetite General Manager and team with the implementation of processes and procedures for the capture, administration and dissemination of our monitoring and evaluation of specific projects.
- \* Support the administration of monitoring systems of specific projects. This includes the gathering, analysis and distribution of monitoring and evaluation data as well as supporting the process of producing reports for event stakeholders.
- \* Take an active part in regular evaluation and monitoring meetings.
- \* To support the Appetite General Manager to hold our data in compliance with our legal requirements.

## Communications , Marketing & Press

- \* To support the development and implementation of marketing campaigns for related to various events and activities connected to the specific projects including sourcing copy, images, copywriting, briefing designers, social media and other aspects of the process.
- \* To update the Appetite website as necessary with specific project information.
- \* Act as an advocate and champion for Appetite and the New Vic.
- \* To work with the Appetite team to support the plan for design and distribution of all publicity materials including leaflets, posters and other outdoor advertising opportunities, related to the specific project.

## Finance & Governance

- \* Provide project information to the Appetite Director and Appetite General Manager for inclusion in consortium and funder reports.
- \* Act as a representative and advocate for Appetite and the New Vic across a range of forums as required.
- \* Contribute to the provision of written materials, budgets, evaluations and other information as necessary to support specific projects.



**appetite**



*The Big Feast (2014)*

# Appetite Project & Marketing Assistant (part time)

## Job Description (cont)

*As a member of New Vic staff you will be required to,*

- \* Be part of the New Vic team and attend company meetings as required.
- Attend training as required
- Comply and contribute to all company policies and procedures including Health and Safety, Equal Opportunities, Safeguarding and Data Protection
- Be an advocate of the theatre and act always in the best interest of the New Vic
- Duties may involve having access to information of a confidential nature which may be covered by the General Data Protection Regulation. Confidentiality must be maintained at all times
- Any other duties as may reasonably be required that may assist the company in achieving its business objectives. Such tasks will not be of an unreasonable nature and shall be commensurate with the level of the post.

The above accountabilities are not exhaustive and may vary without changing the character of the job or level of responsibility.



## These are the qualities and skills we are looking for in our Project & Marketing Assistant (part time)

### Essential

- Experience of working in a marketing or administration role
- Experience of collaborative working as part of a team
- Experience of working with partners
- **Excellent english language written and verbal English language skills**
- Excellent interpersonal skills with people at all levels, experience, abilities, both internally and externally.
- Excellent working knowledge of Microsoft Office; particularly Outlook, Word and Excel (or equivalent)
- Proven organisational skills, time management and ability to prioritise and work under pressure
- Ability to use web content management systems and social media platforms in a work environment
- Genuine interest in activities like those delivered by Appetite
- A positive attitude with a high level of self-motivation and ability to work on your initiative
- Able to work evenings and weekends as required

### Desirable

- Experience of working in an events or arts environment.
- Experience of being part of a team that produces events and/or varied projects.
- An understanding of equal opportunity and cultural diversity issues in the delivery of our work.
- Full driving licence.
- An understanding (or ability to develop an understanding of Stoke on Trent and Newcastle –Under-Lyme.

# Role Specification



Three Counties Exhibition (2021)



## NEW VIC THEATRE

‘Staffordshire’s New Vic proves what a regional theatre with ambition and imagination can do’. **The Guardian**

Our mission is to make excellent theatre in the round and be a force for positive change in our region.

The New Vic is a 600 seat theatre. Built in 1986, it was the first purpose-built theatre-in-the-round in all of Europe. The New Vic is one of the country's most successful producing theatres and a key part of the region's cultural life, engaging over 150,000 people each year. We deliver a programme of international-class work made with local audiences in mind, complemented by award-winning community programmes and education work reaching around 25,000 people of all ages each year. We seek through all our work to help make our local community a better, safer and more inspiring place to live and work.

We explore new and exciting theatre through a continued programme of investment in artistic development. Our busy programme includes both award-winning, in-house work and touring productions. We produce around 8 in-house or co-produced shows a year. We have in-house set, props and costume workshops with permanent staff teams. Our in-house programming includes our acclaimed Christmas show, drama and new writing.

See our website at [www.newvictheatre.org.uk](http://www.newvictheatre.org.uk) to learn more about our work.



*Astley's Astounding Adventures (2018)*



As one of only a few local arts organisations, our award-winning New Vic *Borderlines*, and New Vic Education departments ensure we are key to the cultural life of the region. Alongside this the theatre leads, Appetite, an Arts Council England Creative People & Places programme, to engage more people in North Staffordshire in the arts.

Other achievements include a successful UK tour of *Around the World in 80 Days* (in partnership with Kenny Wax Family Entertainment) and a transfer to New York in 2019, winning the 2017 UK Theatre Award for Best Show for Children & Young People for our production of *The Snow Queen*, and we were awarded West Midlands' Most Welcoming Theatre 2018 at the UK Theatre Awards.

The New Vic is a registered charity with a turnover of £3.5 million and operates thanks to a unique partnership between Arts Council England, Newcastle-under-Lyme Borough Council, Staffordshire County Council and Stoke-on-Trent City Council.



*The Wind in the Willows (2018/19)*





*Around the World In 80 Days (2014)*

“standing ovation for this beautifully-executed  
magnificently preposterous romp”  
««««« The Independent for *Around the World in  
80 Days*

““A joyous family show...Stupidly ambitious and  
gorgeously inventive ...””  
««««« The Guardian for *Astley’s Astounding  
Adventures*

“one of the most impressive hours I’ve spent  
in the theatre”  
««««« The Observer for *Dracula*

# Applying

The New Vic aims to attract, develop and retain the best talent for all roles and will always appoint based on merit. We consider that diversity is good for the art we make, good for artists, good for audiences, and good for the cultural sector. The New Vic is an equal opportunities employer. We value diversity in our workforce and positively encourage applicants from all sections of the community, particularly applicants under-represented across the arts workforce, particularly applicants with a disability, applicants who are LGBTQIA+ or applicants of African or Caribbean heritage, South, East and South-East Asian heritage or anyone who experiences racism.

## How to apply:

Complete our application form and equal opportunities form (this is one document). You must fill in this form as CVs and covering letters are not accepted. **The Deadline for applications is Friday 7 May at 10am.**

We want to make sure that our application process is accessible to everyone, so please do tell us if you need any of this information in another format (e.g large print, audio).

Email your application form to [recruitment@newvictheatre.org.uk](mailto:recruitment@newvictheatre.org.uk) using the subject line Appetite Project & Marketing Assistant (part time) or post the form to Administration, New Vic Theatre, Etruria Road, Newcastle-under-Lyme, Staffordshire, ST5 0JG.

In your application, please answer the questions by telling us about your relevant skills and experience, letting us know how you match the person specification.

So you are aware, we separate section 1 of the application form and the equal opportunities monitoring form before short listing. The short listing panel will make their decisions based solely on Section 2, without access to any of your personal information. Further information on how we use and store the data provided in your application form is available on our website.



*We appreciate the time and effort it takes to apply for a role, so we will contact you whether you are successful or not at every stage of the process.*





New Vic , Etruria Road, New castle Under Lyme, Staffordshire, ST5 0JG

Stoke on Trent & North Staffordshire Theatre Trust Ltd. Company registration number: 911924. Charity registration number: 253242.

*The New Vic operates thanks to partnership between the Arts Council England, Newcastle-Under-Lyme Borough Council, Staffordshire County Council, and Stoke on Trent City Council.*