



Recruitment Pack for Marketing Assistant, March 2022

Thank you for your interest in joining Polka.
"The place to be for children's theatre" ayoungertheatre.com



This recruitment pack is designed to tell you more about us, the job role you would be doing, the skills and experience you would bring to the role and the qualities and values we're looking for. It also explains how you can apply and the interview process.

If you have any feedback or questions about this recruitment pack or require it in a different format, please let us know. We can be contacted on 020 8543 4888 or email ed@polkatheatre.com.

We look forward to receiving your application by **Sunday 24th April**.

Equal Opportunities

Polka's commitment as an equal opportunities employer means we are keen to encourage applications from people of colour, people across the gender spectrum and people who self-identify as disabled, who are underrepresented in our sector.

Our newly redeveloped venue is accessible for wheelchairs and prams/buggies; most spaces can be accessed step-free.

As a children's theatre we are generally open during the daytimes and weekends rather than evenings, making us well suited to people who have families and/or other caring responsibilities outside of work.

As an important part of our local community in Wimbledon and the London borough of Merton, we are also well suited to people who live nearby and are looking to work locally, rather than travel into or through central London.





About Polka

Polka is a pioneering national theatre for children based in Wimbledon, South West London. The first UK venue to be created exclusively for young audiences, we celebrated our 40th anniversary in 2019. We are one of just a handful of dedicated children's venues in the UK. Presenting a year-round programme of new work made at Polka, visiting shows, and Creative Learning activities for 0-12 year olds, we continue to pioneer developments in children's theatre, nurture artistic talent in the sector, and maintain an international reputation while serving local communities.

Polka is a charity and Arts Council England National Portfolio Organisation. Our mission is to empower children to navigate their world through inspirational theatre and creative experiences. Over 100,000 people visit us each year and a further 18,000+ take part in creative learning and community activities. We involve children at every stage of the creative process and lead the way in Early Years theatre for under 6s together with our academic collaborators and the EU-funded small size network.

Inclusivity is and always has been an integral part of the company's offer. In 2007, Polka pioneered relaxed performances for children on the autistic spectrum, a model which continues to be replicated across the cultural sector. We run a free ticketing scheme, enabling children from deprived areas to experience live theatre for the first time, and a range of initiatives that provide opportunities for children with particular access needs or who live in challenging circumstances to participate in our activities. We offer opportunities for all children and families regardless of age, ability, culture or background, to engage in theatre.

This is an exciting time to be joining Polka. Since opening our Wimbledon home in 1979, over 3.5 million children, parents, teachers and carers have been through our doors and we now have an opportunity to redevelop and reimagine Polka for future generations. Our redeveloped venue opened to the public in summer 2021.

For more information about Polka Theatre and our work, please visit www.polkatheatre.com

Polka is funded by Arts Council England, London, registered charity number 256979.



Vision and Values

Polka's mission is to 'empower children to navigate their world through inspirational theatre and creative experiences.' We are looking for people who are conscientious, proactive and reliable in their approach to work with a willingness to learn and ability to adapt to changes and share Polka's vision:

Improving children's lives, bringing communities together, creating ground-breaking theatre.

As well as our values:

Child-centred placing children at the heart of everything Polka does

Community engaging our diverse communities of children, families, educationalists and artists

Excellent pioneering, adventurous, offering the highest quality

Memorable creating magical, meaningful experiences

Inclusive welcoming, accessible, nurturing, supportive, representative.





Job Description

This role is full-time and permanent. As part of the interview process, we're open to discussing flexible working patterns. Further details can be found in the 'Main Terms and Benefits' section below.

Alongside the Senior Marketing Officer, you support the Marketing Manager and Head of Sales and Marketing. A key focus is on helping to develop specific audiences, including schools and those with access requirements. You will also focus on online marketing including social media, so this role requires you to love using a variety of social media channels and understand how they operate (we use Facebook, LinkedIn, Twitter, Instagram, TikTok and YouTube. You will be a creative thinker and love writing content to go on the channels.

Key Responsibilities

Your job description includes responsibility for:

Developing specific audiences

Support the Marketing team and work with the Access consultant to increase and diversify Polka's ability to attract specific audiences including:

- Local nursey schools, pre-schools and playgroups (ages 0-3) and primary schools (ages 4 – 12), throughout London and greater London.
- Families of children with access needs, including: children who are blind or partially sighted who could come to an audio described performance; children who are D/deaf or partially hearing and could come to a captioned and/or British Sign Language (BSL) interpreted performance; children who are physically and/or mentally disabled and/or neurodivergent and could come to a relaxed performance.
- Exploring other forms of access need and how Polka could welcome them to shows and using the building.

Social Media

- Work closely with the Marketing team to ensure that paid and organic social media activity is supporting Polka's marketing campaigns.
- With the Senior Marketing Officer:
 - plan, create, implement and update content across all social media channels in line with Polka's objectives, activity, brand and tone of voice
 - monitor social media interactions and respond promptly to public messages where necessary
 - encourage engagement through social media
 - track analytics and contribute to team learnings.
- Research effective use of social media to support all areas of Polka' activity and provide ideas for using it to support Polka's objectives.
- Support the development and delivery of Polka's social media strategy.

- Monitor market trends for latest developments in how social media channels are used and make sure we do these as part of our strategy.
- Identify potential new social media channels or platforms we could use and target audiences for content we could 'boost'.

YouTube

- Curate and optimise the Polka YouTube channel, ensuring brand consistency
- Devise ways of increasing engagement and interaction on the channel.

Digital Content

- Research, collect and develop ideas for digital content for Polka and support with the creation of new digital content.
- Assisting to coordinate schedules for photographers and videographers.
- Update the image and video stock for Polka and organise filing of new images and marketing assets.
- Coordinate any content that we distribute but don't make in-house.
- Support the Senior Marketing Officer to organise the distribution of content across our digital channels.
- For any videos uploaded, transcribe audio and upload subtitles to improve accessibility of digital content.
- Use email system (Dot Digital) to build customer emails in line with marketing objectives

Marketing and Communications

- Assist with marketing campaigns and implementing marketing activity led by the Senior Marketing Officer and Marketing Manager, identifying audiences and opportunities to engage them.
- Collate and edit content and information for print materials for relevant audiences.
- As a brand ambassador make sure all materials using the Polka brand are correct and consistent.
- Be aware of GDPR (data protection) and data protection guidelines and its implications in day-to-day data processing (GDPR training will be provided).
- Administration including keeping filing systems up to date, responding to correspondence promptly, maintaining the database of marketing and local press contacts.
- Maintain Polka's archive, including filing press coverage, programmes, marketing print and digital content.
- Undertake appropriate customer research to support programme development and sales.
- Assist in the delivery of and attend events organised by the development (fundraising) team as required.

All team members are expected to

- Champion and honour Polka's vision and values (you can find these on the previous pages).
- Maintain confidentiality and abide by Polka's policies and procedures.
- Follow Health and Safety rules at work.
- Follow Safeguarding rules and legislation.
- Actively ensure Equality, Diversity and Inclusion is part of Polka's culture.
- Contribute to Polka's Environmental Action plan by thinking and working sustainably.
- Contribute towards Polka's fundraising goals; this may include research, advocacy and managing relationships.
- Take part in operational teams to help share learning, find joint solutions and drive change.
- Participate in all training, development and wellbeing initiatives as required.
- Undertake any other duties as may be reasonably required.



Person Specification

The following skills, knowledge and experience are required to carry out this role. There are some which we have suggested are beneficial but not essential to have.

Skills and knowledge required	
1	A demonstrable interest in the arts and children's theatre and understanding of Polka's potential audiences.
2	Proven ability to organise tasks, giving the attention required, within a set timeframe or by a deadline
3	Proven ability to write and speak eloquently and able to present in front of team members and other colleagues when required
4	Ability to work collaboratively in as a team (in a group of people) and independently (alone), with a range of people at different levels
5	Ability to use Microsoft Office: Outlook, Word, Excel, PowerPoint on a regular basis. Ability to use a CRM system (we use Spektrix) or knowledge of website systems (we use WordPress) or technical digital skills (e.g. design or film) is beneficial but not essential (particularly if you're quick to adapt and pick up new IT packages).
6	Discreet and able to deal appropriately with confidential information in line with GDPR
7	A valid Disclosure and Barring (DBS) certificate or willing to undergo an enhanced DBS check (at Polka's expense) if a job offer is made subject to this being obtained
Experience required	
9	Some administration experience, it doesn't have to be in the arts/theatre or a paid role (for example you may have done a work placement/experience or a voluntary role).
10	Experience using social media channels including: Facebook, LinkedIn, Instagram, Twitter, TikTok and Youtube and understanding how they operate.



Main Terms and Benefits

Job title Marketing Assistant

Reporting to Marketing Manager

Role Full-time and permanent. We will consider applications for flexible working so please let us know your preference for this in your application.

Salary £21,000 per year.

Hours 35 hours per week excluding a lunch break of 1 hour, worked over 5 days, Monday to Friday. From time to time, additional hours may be necessary to fulfil the requirements of the post, including evenings and weekends (we operate a TOIL system).

Location 240 The Broadway, Wimbledon, London SW19 1SB. You may be partly working from home.

Holiday 20 days per annum plus bank/public holidays.

Pension and benefits

- After 3 months you will be automatically enrolled into NOW Pensions scheme in accordance with statutory deadlines and contributions
- Flexi-time – you can start work anytime between 9am and 10am and work the corresponding 8 hours (with one hour for lunch) within the needs of the organisation
- RISE health and wellbeing service (including face to face counselling)
- Complimentary tickets for all Polka productions subject to availability
- Discounts on main meals, tea and coffee in Polka's café

Probationary period 1 month, Notice period during probation: 1 week for both you and Polka.

Notice Period 1 month for both you and Polka.

Application Process

Key Dates

Deadline Sunday 24th April

Interview Week Commencing Mon 2 May

Ideal start date As soon as possible



How to apply

Please complete and send the following to Sara Greenwood, Head of Sales and Marketing at sara@polkatheatre.com or post it to them at Polka Theatre, 240 The Broadway, Wimbledon SW19 1SB. Remember to include *Marketing Assistant* as your email subject line or on the envelope.

Document	Link to click on
Application form	Please download an application form
If you would prefer, you are welcome to send us a short video or audio file (no longer than 5 mins), telling us about yourself, your current and previous job roles and any relevant qualifications and/or knowledge, skills and experience.	
Equality monitoring questionnaire	Please complete our Equality Monitoring survey

The Equality monitoring questionnaire is not sent to the person named above. It helps us understand whether we are succeeding in promoting equality of opportunity and encouraging representation. It is completely separate from your application, and we do not connect the two.

On completion of all the above documents by the deadline, we will acknowledge receipt of your application. We regret that late applications will not be considered.

You can find out more about us by clicking on [this link to our website](#).

If you would like to discuss this role in more detail, please contact Sara Greenwood on sara@polkatheatre.com

Interview Process

Interviews will be held in person at Polka Theatre with Julia Canavan Marketing Manager and Sara Greenwood, Head of Sales and Marketing w/c/ 2nd May. Interviews can be arranged on Zoom if preferred.

If it's on Zoom, we will email you a meeting invite, which includes a link to the interview, in advance.

We will let you know if there is anything in particular that we need you to prepare in advance.

All applicants will receive a response from us to confirm whether or not they have been selected for an interview. We aim to give at least half a weeks' notice ahead of the interview date.

All applicants who attend an interview will be offered feedback. It is not possible for us to give individual feedback if you have not been selected for an interview.

Thank you very much for your interest in this role. We look forward to hearing from you.

