



## Marketing Assistant Recruitment Pack, July 2022



### Thank you for your interest in joining Polka

We are...*"The place to be for children's theatre"* ayoungertheatre.com and *"one of the best-equipped kids' theatres in the world"* Time Out.

This recruitment pack is designed to tell you more about us, the job role you would be doing, the skills and knowledge 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](mailto:ed@polkatheatre.com)

If you would like to have a chat about this role in more detail, please contact Sara Greenwood, Head of Sales and Marketing on [sara@polkatheatre.com](mailto:sara@polkatheatre.com)

Thank you for reading this pack and, if you decide to apply, we look forward to receiving your application by **Sunday 14 August 2022**.

## Working, Wellbeing and Learning at Polka

Polka's commitment as an equal opportunities employer means we are keen to encourage applications from people from the Global Majority, 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 a community rooted venue, we are also well suited to people who live nearby and are looking to work locally, rather than travel into or through central London. Our environment is important to us, and we have radically improved our building's sustainability, and our Green Team help to implement practical operational changes.

We want to help people achieve their potential while working at Polka. We prioritise our mental health and the culture of working at Polka by having regular team days to share and learn from each other, providing the opportunity to work flexibly (subject to the type of role) and a range of social events. We invest in our people through training opportunities which help us learn and understand more about working together. Recently this includes trans-awareness, equality, diversity and inclusion and mental health awareness.

You can find out more about the benefits of working at Polka under the 'Contract Terms and Benefits' section below.





## 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. Around 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 Culture Europe funded Mapping programme.

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. Our redeveloped venue opened to the public in summer 2021. 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 website ([www.polkatheatre.com](http://www.polkatheatre.com)) gives you more information about us. We are funded by Arts Council England, London, registered charity number 256979.

## What sort of people work with us?

We are looking for people who share our mission, vision and values through their work. As part of our team, you will be conscientious, proactive and reliable in your approach to work and a willingness to learn and adapt to changes. We support and champion each other. You don't need to have a degree, specialist arts qualification or years of experience to work with us. We will support you to fulfil your full potential in your role.

**Mission** empower children to navigate their world through inspirational theatre and creative experiences.

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

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.





## What do we need for this role?

This is the role for you, if you:

- Would like to work for a pioneering national theatre for children.
- Are a creative thinker and love writing content for social media channels.

Alongside the Marketing Officer, you will support the Marketing Manager and Head of Sales and Marketing. A key focus of your job role is on helping to develop the specific audiences we have at Polka. This includes school age children and children with access requirements. You will also focus on online marketing. This includes social media. 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.

## Contract Terms and Benefits

This role is full time and fixed term for 1 year with the potential to extend. It is normally based at Polka Theatre 240 The Broadway, Wimbledon, London SW19 1SB.

**Job title** for this role is Marketing Assistant. Your manager will be the Marketing Manager.

**Salary** is £21,000 per year.

**Hours** you will need to work are 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 Time Off In Lieu, known as 'TOIL' system).

**Holiday** 20 days per year 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.
- Complementary tickets for all Polka productions subject to availability.
- Discounts on main meals, tea and coffee in Polka's café.
- Regular social activities and team days.



**Probationary period** your appointment is subject to satisfactorily completing a 3-month probation period. Your notice period during probation is 1 weeks for both you and Polka.

**Notice period** 1 month for both you and Polka.

## **Job Description**

Here are more details about the responsibilities for this role:

### **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 Marketing Officer:
  - plan, create, implement and update content across all social media channels in line with the 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 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 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](#) and data protection guidelines and its implications in day-to-day data processing.
- 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

In your application, please make sure you show us how you would bring the following skills, knowledge and experience, that we are looking for to this role. We value the different experiences that people bring to a job role and will always look to provide opportunities for you to learn more about your job role and help you gain more experience working at Polka. There are some areas we have suggested are beneficial but not essential to have.

1. Able to demonstrate you have an interest in the arts and children's theatre and an 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 deal appropriately with confidential information in line with [GDPR](#) (we can provide training).
7. Experience using social media channels including: Facebook, LinkedIn, Instagram, Twitter, TikTok and Youtube and understanding how they operate.

You may be required to have a valid [Disclosure and Barring \(DBS\) certificate](#) or be willing to undergo an enhanced DBS check (at Polka's expense) if a job offer is made subject to this being obtained.

## How to apply

**Deadline** 5.00pm on Sunday 14 August 2022.

**Interview** week commencing 22 August 2022.

**Ideal start date** as soon as possible.

Please complete and send the following to Sara Greenwood, Head of Sales and Marketing at [sara@polkatheatre.com](mailto: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.

- Application form – download it as a Word document from our [website](#)
- 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/or work experience, as well as your knowledge and skills.

Please also complete/send us:

- Privacy notice form – download it, as a Word document, from our [website](#)
- Complete our Equality Monitoring survey by visiting [Survey Monkey website](#).



The Equality monitoring survey is anonymous and is not sent to the person who receives your application. 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.

Once you have sent us the documents above, by the deadline, we will let you know we have received your application.

## **Interview Process**

We will shortlist the applicants we would like to meet for an interview. Our shortlisters will be looking for you to have done the following:

- Sent us a completed application before the deadline.
- Clearly shown us how you share our values and the things we've mentioned in the 'What sort of people work for us?' section above.
- Given us examples of how you meet the points in the 'Person Specification' section above.
- Given us relevant information about your work history/experience and any training (remember to make sure to tell us about any gaps when you weren't working).

We will offer interviews to the applicants who have shown us these things most strongly.

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.

Interviews will take place at Polka Theatre with Julia Canavan, Marketing Manager and Sara Greenwood, Head of Sales and Marketing, during the week commencing 22 August 2022. Interviews can be arranged on Zoom if needed.

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

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.

# POLKA

Where Theatre Begins

