

# JACKSONS LANE

## APPLICATION PACK MARKETING ASSISTANT





# WORKING FOR JACKSONS LANE

Working for Jacksons Lane is vibrant and exciting, as an organisation our work stretches across the borough of Haringey, the UK and internationally. Our building hosts a wide range of different activities throughout the year.

As a small team, we strive to create excellent customer experiences in all aspects of our work, whether that be with our artists, our audiences, participants in our creative engagement programme, or users of our studio spaces and facilities.

Our team is a made up of a group of highly passionate and enthusiastic people, focused on making a real difference to those individuals that we work with. By recognising the strengths and unique qualities of each member of the team, we work with a generosity of spirit and a respect for each other, acknowledging that we are ultimately working towards the same goals and that it is only through a unified approach that we are able to achieve this.

## JACKSONS LANE

# ARTISTIC



Jacksons Lane is the leading presenter, supporter and producer of contemporary circus in the UK. We nurture artists through artist residencies, mentoring and advice, and by providing theatre space for previews, rehearsals and scratch performances, in addition to premium studio space to devise and rehearse new work. Our recently upgraded 170 seat auditorium hosts a variety of events throughout the year including our own Transmission festival. We also showcase our other core artistic strand of physical and non-verbal theatre alongside our programme of family performances.

We have strong networks throughout the industry, both nationally and internationally, and we represent Jacksons Lane and the UK circus scene at a variety of industry events across the world. We are passionate about providing a platform at Jacksons Lane to showcase international work, and currently around 40% of our visiting artists come from outside the UK, representing 60 countries including ones as far as Australia and Canada.

As an Arts Council England National Portfolio Organisation we also produce and coproduce our own work, which we tour both in the UK and abroad in order to bring British work to an international audience.



# CREATIVE ENGAGEMENT

With its roots as a community center, Jacksons Lane remains an essential hub for arts and community work in north London. With over 65,000 visitors to our venue each year we work hard to overcome traditional barriers to the arts by collaborating with our community partners and funders to make the arts more accessible. We focus on using the arts to increase confidence, reduce isolation and improve overall wellbeing.

Our comprehensive Creative Engagement programme works directly with over 1,000 people across all ages each year and provides creative and wellbeing activities to older people in supported housing schemes, theatre projects that focus on women's safety and a range of activities for young people including JL Circus, a series of workshops and classes teaching circus skills to young people.

Feeling Good is Jacksons Lane's project to help reduce social isolation as a result of the COVID-19 pandemic. We partner isolated and vulnerable people with friendly volunteers, and through regular conversation and creative and wellbeing activities our beneficiaries gain confidence and are able to reconnect to their community.

Since it began 49 years ago, Jacksons Lane has also run an event on Christmas Day, each year inviting socially-isolated older adults to our building and providing them with food, gifts and entertainment. In 2023 we were able to reach out to over 320 older adults across our area through both the in person event and a delivery service of food and gifts while still providing the all important social contact and friendly conversation.



**JACKSONS LANE**



# STUDIO HIRES AND PRIVATE EVENTS

At Jacksons Lane we have seven different spaces available to hire including our theatre, five multipurpose studio spaces and a private meeting room. The spaces are hired for a variety of purposes including classes and workshops, rehearsals, performances, and private functions and events.

Studio One (below) is our largest space and is one of the largest rehearsal/event spaces in north London. In this space we host a variety of bookings throughout the year including weddings, children's parties and bar-mitzvah celebrations, corporate away days and networking events as well as rehearsals for large productions.

Our class and course programme is made up of a collection of people who hire our studios at the same time each week. The activities range from children's acting and drama classes to fitness and yoga for adults. Our regular hirers also include a therapy group, a photography group and we even have a lightsaber fighting group!

Studio hires and events are not only one of the biggest contributors to our core income, but also help us to generate and expand our audiences and visitor reach with many class attendees and tutors also watching performances and becoming involved in other aspects of our work.



**JACKSONS LANE**

## JOB DESCRIPTION

<b>Reports to:</b>	Marketing Manager
<b>Hours of work:</b>	3 day a week (22.5 hours per week). Our core working hours are 10am-6pm. We
<b>Contract period:</b>	Permanent Part-time
<b>Salary:</b>	£25,000 pro rata
<b>Place of work:</b>	Jacksons Lane, Highgate, North London. N6 5AA

### **Main objectives of the post:**

To support the Marketing Manager where need in running the marketing department, to oversee our social media channels and to be responsible for implementing our social media strategy. To work on and develop marketing campaigns and update the website as required.

### **Outline of Responsibilities**

#### *Digital and Social Media*

- Oversee our social media channels and responsible for implementing the social media strategy and reporting to the Marketing Manager on their effectiveness
- Sourcing and creating content relating to different strands of the organisation to post across Jacksons Lane's social media channels
- Leading on the creation and sending of newsletters for the Jacksons Lane Supporters Scheme

#### *Admin and General Marketing*

- Support the Marketing Manager to deliver marketing campaigns
- Update the website as needed
- Coordinate direct mails, including mail merges, printing, and sending
- Research and contact suitable networks and groups to set up promotions and offers
- Assist in managing print, making sure up-to-date print is displayed and current stock is maintained
- Manage reciprocal marketing swaps with other theatres and organisations
- Proofreading marketing communications
- General administration and any other reasonable duties

## Outline of Responsibilities Continued

### *General Responsibilities*

- Attend staff meetings and training sessions when required
- Act as a representative of Jacksons Lane at all time.
- Act at all times in accordance with Jacksons Lane's Health & Safety, Safeguarding, Equal Opportunities & Diversity policies in addition to all other staff policies
- Carry out any other task, as may be reasonably requested by the Front of House Manager or Senior Management Team

# PERSON SPECIFICATION

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Previous experience as a Marketing Assistant or in a similar role		X
Previous experience working or training within an arts organisation		X
Experience of managing multiple social media accounts		X
<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>
Excellent writing skills	X	
Good attention to detail and ability to work accurately	X	
Photography and videography skills		X
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Knowledge of Premiere Pro		X
How to run an arts marketing campaign		X
<b>Personal Attributes</b>	<b>Essential</b>	<b>Desirable</b>
Confident communicator with a wide variety of people	X	
Creative	X	
Self motivated	X	
An interest in the arts, entertainment and media	X	
A passion for the performing arts		X

## APPLICATION DETAILS

Jacksons Lane has a strong commitment to increasing the diversity of our staff. With this in mind, all candidates who indicate that they are from an ethnically or culturally diverse background and/or are disabled, who meet the Essential Criteria of the Person Specification will be guaranteed an interview.

We are a PiPA (Parents and Carers in Performing Arts) partner. PiPA enables and empowers parents, carers and employers to achieve sustainable change in attitudes and practices in order to attract, support and retain a more diverse and flexible workforce. We are always happy to discuss solutions that allow people to balance their caring responsibilities with their working lives, for example through job shares or flexible working arrangements.

**To apply for the role** send a copy of your CV and a short covering letter or video/audio file to [recruitment@jacksonslane.org.uk](mailto:recruitment@jacksonslane.org.uk), please include your full name and the job title Marketing Assistant in the subject line of the email.

Should you wish to submit your application in another way please get in touch to discuss this. We would also appreciate it if you could complete an Equal Opportunities form, and include this with your application so that we can continue to monitor and increase the accessibility of our recruitment process. This form is available on our website, alongside this recruitment pack.

If you wish to discuss the role before you apply, we can offer an informal 1:1 chat with a member of the team. To arrange an informal chat please email [recruitment@jacksonslane.org.uk](mailto:recruitment@jacksonslane.org.uk).

<b>Application deadline</b>	<b>10 Monday 6 May 2024</b>
<b>Interviews</b>	<b>Friday 10 May 2024</b>
<b>Preferred start date</b>	<b>End of May 2024</b>

We will respond to all applicants, after the closing date regardless of the outcome. Interviews will take place at Jacksons Lane, with questions sent out in advance to allow for some preparation. Should you have any specific requirements for the interview process, please get in touch.