

## SCHEDULE 2: JOB DESCRIPTION

### MARKETING ASSISTANT

#### THE BASEMENT THEATRE - MISSION, GOALS & VALUES

##### Our mission is to:

- Provide a platform to foster emerging artists, new work, and innovative presentation
- Actively recruit emerging audiences to arts experiences
- Support a thriving creative ecology in Auckland

##### Our key goals:

###### **Our artists are successful**

Success means all artists achieve at least breakeven at the box office, and positive reviews from peers and industry experts.

###### **Our organisation is sustainable**

We continue to expand our operations, while maintaining the finances we need to fulfil our core purpose. We also future-proof our organisation through regular planning and risk-assessment.

###### **Our audiences are engaged and inspired**

Our audience data indicates repeat visits and growing engagement across multiple platforms (e.g. newsletter, social media, events and forums etc).

###### **Auckland's creative ecology is distinctive and resilient**

Artists and work showcased at The Basement, continues to have a life (or a career pathway) beyond our walls. All roads can begin at The Basement.

##### Our values:

- We believe arts are vital to life!
- Between bangin' art and bangin' profit, we'll choose art every time
- We are game changers, and we urge others to change it up too
- We go hardout for our artists, audiences and our community
- Our powers combined - collaboration smashes competition
- We want everyone to feel at home at The Basement

<b>Title:</b>	<b>Marketing Assistant</b>
<b>Place of work:</b>	The Basement Theatre, Lower Greys Ave, Auckland
<b>Hours:</b>	Minimum 20 hours per week (as part of a full-time role combined role with Box Office Manager position - see below)
<b>Salary:</b>	\$40,000 - \$43,000 per year (combined role with Box Office Manager position - see below)

**KEY RELATIONSHIPS**

<b>Reports to:</b>	General Manager
<b>Works closely with:</b>	Programming Manager, Bar Manager, Producer in Residence, Business Development Manager, Project Managers/Producers
<b>Supervises:</b>	Communications Intern
<b>Key clients/stakeholders:</b>	Audiences and other customers; Producers, Artists and Hirers; Industry peers and partners; Support partners and patrons; Tertiary and Education Partners.

**JOB PURPOSE**

The Marketing Assistant implements the strategy set by the General Manager for promoting and publicising The Basement brand and all of its programmes and activities. They engage with audiences through a variety of channels and track and analyse audience behaviour. While their primary focus is to promote the venue, they will look for opportunities to promote shows using collective approaches (seasons, festivals etc), and may occasionally provide support and advice to individual companies.

**ESSENTIAL SKILL SET/EXPERIENCE**

<b>Previous experience/education</b>	<ul style="list-style-type: none"> <li>● Bachelor's degree in Marketing, Communications or other relevant tertiary degree (e.g. Bachelor of Arts).</li> <li>● 1 - 2 years work experience (in part-time or full-time position)</li> <li>● Some experience working in a customer service position</li> </ul> <p><u>Bonus but not required:</u></p> <ul style="list-style-type: none"> <li>● Experience managing staff</li> <li>● Experience working for an arts or non-profit organisation</li> <li>● Experience in ticketing or box office environment</li> </ul>
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**Skills required**

(e.g. technical knowledge, physical and/or legal requirements)

- High level of accuracy and attention to detail
- Able to self-manage effectively and work to deadline
- Strong copywriting skills, appropriate to The Basement's voice
- A good eye for visual storytelling
- Ability to develop and deliver content through a wide range of digital channels (e.g. web and social media)
- An understanding of advertising through Facebook and ability to employ sophisticated targeting rules
- A high level of computer literacy is essential, and confidence in learning new digital tools
- Desire for personal and professional growth
- Proven success of building and cultivating strong positive working relationships
- A responsible, self-motivated and high capacity work ethic
- Ability to anticipate and adapt to an industry environment that is constantly changing

An advantage:

- Basic design skills with competency in Adobe Photoshop and InDesign
- Basic web development skills
- Experience operating content management systems for web and ticketing
- Photography or Videography - capturing and editing
- Arts marketing knowledge
- Budgeting and financial knowledge
- Good relationships and networks within the local performing arts industry

Tools used:

- Mailchimp
- Wordpress

	<ul style="list-style-type: none"> <li>● Google Drive and office programs</li> <li>● iTicket POS and backend</li> <li>● Facebook (esp advert manager)</li> </ul>
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DUTIES & RESPONSIBILITIES	
KEY AREA OF RESPONSIBILITY	ACTIVITY
<b>Marketing Strategy &amp; Brand Development</b>	<p>Together with the General Manager:</p> <ul style="list-style-type: none"> <li>● Update and maintain the Community Engagement Strategy, Marketing Strategy and Social Media Plan.</li> <li>● Continue the roll out of the new Basement brand identity and maintain brand standards across all materials.</li> <li>● Ensure all marketing activities remain within the budget lines allocated.</li> <li>● Develop and launch a customer loyalty programme.</li> <li>● Seek out promotional opportunities and deals on marketing services on behalf of Basement artists.</li> <li>● Instigate and design occasional community events that celebrate Basement milestones and special occasions (e.g. opening/closing of venue each year).</li> <li>● Explore partnerships that support implementation of the Community Engagement Strategy (e.g. AUT IT solutions - app development).</li> <li>● Grow and maintain industry marketing partnerships that encourage cross promotion and resource sharing.</li> </ul>
<b>Publications/Collateral &amp; Social Media</b>	<ul style="list-style-type: none"> <li>● Support the creation of three to four seasonal brochures each year by gathering and editing content, managing delivery timeline and the contributions of other team members, writing copy, securing poster artist and liaising with printers, graphic designers and distributors.</li> <li>● Daily management of The Basement's website content - including event listings, blog, galleries, and calendar.</li> <li>● Create basic imagery for the website, facebook (e.g. branded cover photos) and other profile pages, and crop imagery coming</li> </ul>

	<p>through as needed.</p> <ul style="list-style-type: none"> <li>● Support the General Manager in the development of a new website and any future upgrades.</li> <li>● Create systems for gathering photos (and other content) from artists and other Basement users, and help to oversee photo and video shoots where new content is needed for collateral.</li> <li>● Manage all of The Basement’s social media accounts (Facebook, Instagram, Twitter) on a daily basis according to the content plans and in line with The Basement’s brand and “voice”.</li> <li>● Write the weekly “What’s On” e-newsletter and any other special mail communications (on and offline).</li> <li>● Feed into the development of collateral being created in any department and ensure it is consistent with The Basement brand.</li> </ul>
<p><b>Artist Liaison &amp; Brand Maintenance</b></p>	<ul style="list-style-type: none"> <li>● Together with the Programming Manager and Producer in Residence meet with a selection of artists in The Basement programme each season and provide advice and ideas towards their marketing efforts</li> <li>● Support the Programming Manager with sign off of poster, flyers and other collateral created by Basement artists and ensure it meets brand guidelines</li> <li>● Feed into the creation of artist resources in relation to marketing and communications</li> <li>● Liaise with artists to encourage them to make use of The Basement’s marketing channels (e-newsletter, social media etc)</li> </ul>
<p><b>Customer Relations and Management</b></p>	<ul style="list-style-type: none"> <li>● Maintain and update customer databases and mailing lists, including regularly downloading iticket databases, data entry from the “Chomp Box”, and devising other activities that encourage mailing list sign up.</li> <li>● Be the first point of contact for customer queries and complaints, relaying any major incidents of feedback to the General Manager, and archiving all comments, especially positive testimonials appropriately.</li> </ul>
<p><b>Market Research &amp; Analysis</b></p>	<ul style="list-style-type: none"> <li>● Evaluate audience demographics and engagement on an annual basis using ticketing and website analytics and any metrics available from other sources (e.g. Mailchimp, Facebook). Track this on a monthly basis and report any interesting developments to the General Manager.</li> </ul>

	<ul style="list-style-type: none"> <li>● Assist with the design of an annual survey and other more regular mini-surveys to better understand Basement audiences and stakeholders.</li> <li>● Support the gathering and analysis of feedback through events like the Basement Hui.</li> </ul>
<p><b>Publicity &amp; Communications</b></p>	<ul style="list-style-type: none"> <li>● Carry out basic event listings on behalf of artists (The Big Idea, Eventfinda, and Groove Guide).</li> <li>● Regularly connect with promotional partners such as Little Lot, Heart of the City, Yelp, AA Traveller, Express Magazine etc and look for ways to grow and strengthen these relationships.</li> <li>● Write and disseminate press releases for season launches and other Basement milestones and seek out media partnerships who will be ready for and receptive to Basement news.</li> <li>● Explore opportunities for free advertising and provide the collateral required, for The Basement as a priority, or artists secondarily.</li> </ul>
<p><b>Supervision</b></p>	<ul style="list-style-type: none"> <li>● Together with the General Manager, oversee the work of the Communications Intern and assign appropriate tasks, as well as evaluating progress and providing feedback and support.</li> </ul>
<p><b>Team Culture and Communication</b></p>	<ul style="list-style-type: none"> <li>● Maintain a high degree of professionalism at all times in order to represent The Basement in a way that enhances its reputation by association.</li> <li>● Attend all scheduled meetings including but not limited to weekly WIP's, artist welcomes and info night events.</li> <li>● Regularly attend productions staged at The Basement – opening nights where possible.</li> <li>● Monthly audience/community and marketing short report to The Basement Theatre Trust (via the General Manager)</li> <li>● Weekly meetings with General Manager to discuss strategy, activities and any concerns or challenges.</li> <li>● Update all calendars and schedules related to marketing and PR.</li> <li>● File all paperwork in the appropriate manner.</li> <li>● Respond to all staff communications in a timely fashion and actively utilise team communication and project management tools.</li> <li>● Carry out all duties in a manner consistent with The Basement's</li> </ul>

	values, goals and mission as expressed above.
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<b>PROFESSIONAL DEVELOPMENT &amp; EVALUATION</b>	
<b>Training &amp; Professional Development provided</b>	<ul style="list-style-type: none"> <li>● The Basement undertakes to support any and all relevant professional development, budget allowing.</li> </ul>
<b>Performance evaluation</b>	<ul style="list-style-type: none"> <li>● 12-monthly reviews from start date with General Manager (reviews can be more frequent but this must be by mutual arrangement)</li> <li>● Performance will be evaluated on: <ul style="list-style-type: none"> <li>○ Delivery of special marketing projects (such as the season brochure) - quality, accuracy and timeliness</li> <li>○ Feedback from artists and other personnel around communication and delivery of work</li> <li>○ Delivery of ongoing activities - social media, e-newsletter etc. - quality, accuracy and timeliness</li> <li>○ Effectiveness of assistance given to superiors</li> <li>○ Management of intern</li> <li>○ Achievement of audience and other sales and communications targets - e.g. ticket and bar sales, social media following and other databases</li> </ul> </li> </ul>

<b>Title:</b>	<b>Box Office Manager</b>
<b>Place of work:</b>	The Basement Theatre, Lower Greys Ave, Auckland
<b>Hours:</b>	Minimum 20 hours per week (as part of a full-time role combined role with Box Office Manager position - see below)
<b>Salary:</b>	\$40,000 - \$43,000 per year (combined role with Box Office Manager position - see below)
<b>KEY RELATIONSHIPS</b>	
<b>Reports to:</b>	General Management Team; Programming Manager;
<b>Works closely with:</b>	Technical Manager, Bar Manager
<b>Supervises:</b>	Casual Box Office Staff, Volunteer Ushers
<b>Key clients/stakeholders:</b>	Theatre Customers; Producers, Artists and Hirers; Suppliers (e.g. Ticketing Provider);
<b>JOB PURPOSE</b>	
The Box Office Manager oversees ticket sales and is responsible for the smooth operation of the house during the run of each show at The Basement. Along with the Bar Manager, they serve as the face of The Basement to its visitors and users.	

<b>ESSENTIAL SKILL SET/EXPERIENCE</b>	
<b>Previous experience/education</b>	<ul style="list-style-type: none"> <li>At least 2 years experience in a front of house position of responsibility in the theatre or entertainment industry.</li> </ul>
<b>Skills required</b> (e.g. technical knowledge, physical and/or legal requirements)	<ul style="list-style-type: none"> <li>Demonstrated ticketing experience</li> <li>Dedication to high levels of customer service</li> <li>Strong People-oriented Leadership skills</li> <li>Ability to lead and develop a high performing box office team</li> <li>Desire for personal and professional growth</li> <li>Ability to interview, hire and train other employees</li> <li>Proven success of building and cultivating strong positive working relationships</li> <li>A responsible and self-motivated work ethic</li> <li>Time management skills</li> </ul>



	<ul style="list-style-type: none"> <li>● A current First Aid certificate</li> <li>● A mid to high level proficiency with common computer programs (Word, Excel etc) and related front of house and ticketing software</li> <li>● An interest in Theatre and the Performing Arts</li> </ul>
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DUTIES & RESPONSIBILITIES	
KEY AREA OF RESPONSIBILITY	ACTIVITY
<b>Box Office Supervision</b>	<ul style="list-style-type: none"> <li>● To set good example for the staff with regard to punctuality, attendance, attitude and hygiene.</li> <li>● To liaise with the General Management regarding recruitment needs, and to carry out interviews as required.</li> <li>● To train new staff in methods and procedures.</li> <li>● To implement Grievance and Disciplinary procedures where necessary, and report all serious breaches of discipline to General Management.</li> <li>● To provide induction training for new staff and volunteers, and complete Skills Checklists within their first month of employment.</li> <li>● To assess training needs and provide relevant training.</li> <li>● To hold regular staff meetings (in coordination with the Bar Manager).</li> <li>● To advise staff of current programming and any other relevant information in order to ensure staff can respond to any customer query.</li> <li>● To work with the Bar Manager to ensure co-operation between all front of house staff.</li> </ul>
<b>Front of House Operations</b>	<ul style="list-style-type: none"> <li>● Either directly or through delegation: <ul style="list-style-type: none"> <li>○ Carry out ordering of ticketing and office supplies as and when necessary.</li> <li>○ Ensure all flyers and posters displayed in the foyer area are current, of the correct size, and placed in appropriate locations (e.g. not larger than A2, not beyond the toilet doors).</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Carry out accurate cash-up procedures at end of night.</li> <li>● To liaise with Producers and other users of the venue around their Front of House needs.</li> <li>● Along with the Programming Manager, work with Producers and other users to ensure they understand The Basement's Front of House and ticketing systems.</li> <li>● To liaise with Managers of other departments regarding procedures, service, etc.</li> <li>● To support the Bar Manager in ensuring that security procedures are adhered to throughout the venue.</li> <li>● To maintain and/or implement new efficient and effective work methods and systems.</li> <li>● To prepare and issue, according to best practice, staff rosters which will provide adequate cover in the most effective manner.</li> <li>● Performing and delegating cleaning tasks so that The Basement's public spaces stay clean to a high standard, including foyer, entranceways, bathrooms and performance spaces.</li> <li>● Maintaining a tidy and well-organised box office space to support its efficient operation.</li> </ul>
<p><b>Health and Safety</b></p>	<ul style="list-style-type: none"> <li>● To promote and practice relevant health and safety and fire safety standards (in accordance with The Basement's health and safety policy).</li> <li>● To ensure that all box office staff and volunteers are trained in The Basement's health and safety systems and fire exit procedures.</li> <li>● In coordination with the Bar Manager, to record and report all health and safety incidents relating to audience and staff.</li> </ul>
<p><b>Administration Duties</b></p>	<ul style="list-style-type: none"> <li>● To reconcile cash received against till records and deposit it into The Basement's bank account on a weekly basis.</li> <li>● To be responsible for maintaining the currency and accuracy of all listings on The Basement's website. Including the weekly reorder of listings to be completed by 12pm on Mondays, and regular checks to ensure all booking information is present and links are live.</li> <li>● To manage and update all ticketing listings, with the support of the ticketing provider.</li> <li>● To manage all opening night complimentary lists and house</li> </ul>

	<p>seats.</p> <ul style="list-style-type: none"> <li>● To update event listings on external websites, e.g. Eventfinda, The Big Idea etc.</li> </ul>
<p><b>Communication &amp; Culture</b></p>	<ul style="list-style-type: none"> <li>● Maintaining open, honest and respectful communication with all people using the space.</li> <li>● Maintaining a high degree of professionalism at all times in order to represent The Basement in a way that enhances its reputation by association.</li> <li>● Leading by example and going out of your way to accommodate anyone using or visiting the space.</li> <li>● Regularly reporting to General Management (via the Programming Manager) on progress or concerns around box office operations, staff, customers and artists.</li> <li>● Responding to all staff communications in a timely fashion and actively utilising team communication and project management tools.</li> <li>● Attending all scheduled meetings, including but not limited to weekly WIP's, artist welcomes and info night events.</li> <li>● To carry out all duties in a manner consistent with The Basement's values, goals and mission as expressed above.</li> </ul>

<p><b>Performance evaluation</b></p>	<ul style="list-style-type: none"> <li>● 12-monthly reviews from start date with General Managers (reviews can be more frequent but this must be by mutual arrangement)</li> <li>● Performance will be evaluated on: <ul style="list-style-type: none"> <li>○ Establishment of box office systems</li> <li>○ Feedback from artists and customers</li> <li>○ Effective management of online and ticketing systems</li> <li>○ Cooperation within team</li> <li>○ Effective management of box office team</li> </ul> </li> </ul>
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