

Direct Tel: 0161 876 2086
Email: recruitment@thelowry.com



PRIVATE & CONFIDENTIAL

Dear Sir/Madam,

APPOINTMENT OF QUAYTICKETS MARKETING ASSISTANT

Thank you for your interest in the above post. Please find enclosed the job description and personal specification for Quaytickets Marketing Assistant.

To apply for this position, please complete the application form. Under the Additional Information section please describe how you will apply your knowledge, experience, skills and qualities to fulfil the main duties and responsibilities of the post within a high profile visual and performing arts facility.

The application deadline for this position is Friday 14 December 2018 at 10:00am. Please email this to recruitment@thelowry.com or post to Human Resources, The Lowry, Pier 8, Salford Quays, M50 3AZ.

Please be advised that The Lowry holds application forms and interview notes for unsuccessful candidates for 6 months, which will be stored in a secure manner. After the 6 month period, all data will be securely destroyed. If you require any further information please refer to The Lowry's Privacy Policy which can be found on The Lowry's website.

Thank you again for your interest in The Lowry.

Yours faithfully,

Amy McKune
Human Resources Administrator



JOB DETAILS

Post Title : Quaytickets Marketing Assistant
Department : Quaytickets/Ticketing Department
Reports to : Head of Ticketing

JOB PURPOSE

To undertake all e-marketing including weekly newsletters and event/subscriber specific emails. The post will also deliver pre and post event communications across the organisation and client base as well as growing the Quaytickets affiliate partnerships to deliver key marketing messages and maximise revenue opportunities. The role will develop and deliver the Social Media strategy for Quaytickets. Analysis and marketing research will also form part of this role delivering both results and recommendations. The Marketing Assistant will also work with the Senior Digital Executive on the Quaytickets websites to ensure consistent messaging and growth. The on-line/digital and social media strategies for Quaytickets are ever evolving and the Marketing Assistant will need to take an active part in this progression

MAIN DUTIES AND RESPONSIBILITIES

- Awareness of the marketing strategies for both Quaytickets and their clients.
- Develop e-communications and social media opportunities to ensure maximum engagement and traffic to Quaytickets website and other microsites.
- Manipulate images using Adobe Photoshop
- Develop all e-communications including but not exclusively ticket confirmations, weekly newsletters, client emails and pre and post event notifications.
- Work with the Head of Ticketing to ensure all marketing messages are achieved and sales are maximised.
- Ensure all data protection legislation is acknowledged and adhered to in Quaytickets communications

- Have an active role in the progression of both website and e-shot strategies for Quaytickets
- Deliver the social media objectives for Quaytickets e.g. Facebook and Twitter
- Assist with Quaytickets clients with the production of print and other promotional materials as required
- Ensure all affiliate relationships and opportunities are fully explored to maximise the potential revenue that these partnerships can generate for Quaytickets
- Look at every opportunity through the role to deliver revenue opportunities and brand awareness for Quaytickets
- Promote and comply with legislation and The Lowry's policies on equal opportunities and health and safety both in the delivery of services and the treatment of others.
- Identify and undertake training and development as required in order to meet personal and business needs.
- Undertake any other reasonable duties, commensurate with the level of the post so as to ensure the smooth running of The Lowry and Quaytickets.

REVIEW ARRANGEMENTS

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

CRITERIA	ESSENTIAL	DESIRABLE
SKILLS/ABILITIES	<p>Good communications skills both verbal and written</p> <p>Ability to work in a team and own initiative</p> <p>Good level of literacy and numeracy</p> <p>High level of attention to detail</p> <p>Work well under pressure</p>	<p>Client facing ability and experience</p> <p>Photoshop</p> <p>Proficiency with graphics editing software (Fireworks, Photoshop) and understanding of HTML</p> <p>Ability to use and report via Google Analytics</p>
KNOWLEDGE	<p>Understanding of e-marketing</p> <p>Excellent knowledge of Microsoft Office applications (Word, Excel, PowerPoint)</p> <p>Clear understanding of data protection legislation and requirements</p>	<p>Solid understanding of the ticketing market</p>
QUALIFICATIONS, TRAINING AND EDUCATION		
EXPERIENCE	<p>Experience of supporting the delivery of social Media campaigns</p> <p>Experience of working with a web based Content Management System</p> <p>Experience creating and sending E-Shots</p> <p>Experience of website and email campaign performance monitoring and evaluation.</p>	<p>Direct marketing experience</p> <p>Experience of website and email campaign performance monitoring and evaluation.</p>
OTHER REQUIREMENTS		<p>Commercial awareness</p>

