



## **Marketing & Online Production Co-ordinator (freelance)**

### **Original Theatre Company**

Operating and touring since 2004 the Original Theatre Company has toured extensively all over the UK.

The company now stages three productions each year as well as operating accompanying outreach and education programmes. Recent productions include Sarah Waters' *The Night Watch*, *Valued Friends* (co-production with Rose Theatre Kingston); Torben Betts' *Caroline's Kitchen* (originally *Monogamy*), Alan Bennett's *The Habit of Art*, Oscar Wilde's *The Importance of Being Earnest*, Frederick Knott's *Wait Until Dark*, national tours of Torben Betts' *Invincible*, Emlyn Williams' *Night Must Fall*, Terence Rattigan's *Flare Path* and the award winning tours of Sebastian Faulks's *Birdsong* adapted by Rachel Wagstaff.

Other productions include *Three Men in a Boat* (a co-production with the Theatre Royal Bury St Edmunds, 2014 & 2015); the 50th anniversary production of Sir Peter Shaffer's *The Private Ear and The Public Eye*, *Our Country's Good*, *See How They Run*, *Twelfth Night*, *Dancing at Lughnasa*, Shakespeare's *R&J*, *Vincent in Brixton*, *The Taming of the Shrew*, *A Midsummer Night's Dream*, *Othello*, *The Madness of George III*, starring the late, great Simon Ward; *Journey's End* and *The Importance of Being Earnest* – all touring nationally to great acclaim.

## Original Theatre Online

Since March 2020

- We have produced 2 multi-camera streamings of our 2020 productions (The Croft, The Habit of Art)
- We have produced 3 made for online productions (Birdsong - July, Watching Rosie - Aug & Apollo 13 - Oct 2020)
- Streaming to over 30 countries including America, India, Canada and Australia
- Streamed to over 22,000 households worldwide
- Employed over 90 freelance theatre and film workers
- Created our own online steaming site
- We have over 15,000 users registered to Original Theatre Online

We are the Original Theatre Company and we have been touring extensively all over the UK (and as far as the US) since 2004.

We love to make theatre. We love to tell stories. We love to tour our work across the UK. But most of all we love to thrill, excite and engage audiences.

We stage three productions a year and in 2019 we produced 4 shows in 29 venues across the UK and USA and played to over 53,000 audience members. And 2020 was looking to be an even bigger year with our brand-new production of The Croft, a new thriller by Ali Milles and re-tour of Alan Bennett's The Habit of Art.

However, the world became a very different place in March 2020 and, as all of our industry, our productions came to a standstill and as a company who operates with no Arts Council support and relies almost solely on box office takings, the closures are financially devastating for us and our colleagues.

We have set up Original Theatre Online to create and share our work digitally and hopefully bring some very needed income into the company and industry.

*"Extraordinarily enterprising Original Theatre" ★★★★★ Daily Mail*

*"Original Theatre has done it complete justice. This is one of the most impressive theater webcasts" Wall Street Journal on The Habit of Art streaming June 2020*

*"Best online play of lockdown... technologically accomplished, beautifully acted and emotionally riveting" ★★★★★ The Telegraph on Birdsong Online streaming July 2020*

*"If enterprise awards are handed out at the end of lockdown, the Original Theatre Company will top my list... it's ten minutes well spent" ★★★★★ Daily Mail on Watching Rosie streaming August 2020*

*"Strong acting across the board and mesmerising, at times out-of-this-world, visuals" -  
★★★★ The Telegraph on Apollo 13: The Dark Side of the Moon*

*"Gripping... A mastery of slow-burn tension" ★★★★★ The Guardian on Apollo 13: The Dark  
Side of the Moon*

*"One giant leap for a theatre... it's a stunning feat." ★★★★★ Daily Mail on Apollo 13: The  
Dark Side of the Moon*

[www.originaltheatreonline.com](http://www.originaltheatreonline.com)

## **Marketing & Online Production Co-ordinator (freelance)**

**Responsible to: Communications Manager and Creative Producer**

### **Marketing & Online Production Co-ordinator - Purpose of the role**

To support marketing campaigns, audience development, production administration and customer support for Original Theatre and Original Theatre Online, particularly across online platforms.

To play a key role in growing audiences and reach for Original Theatre with particular focus on our online productions and supporting our small team.

To support good overall internal and external communications including everyone that works for and with Original Theatre.

### **Purpose and Scope of the Role:**

- Working closely with the Artistic Director, Creative Producer and Communications Marketing to deliver and support Original Theatre's communications and audience development strategies.

### **Roles and Responsibilities:**

#### **Strategy:**

- Working with the Communications Marketing to maintain and develop Audience Development and Communications strategies for Original Theatre Online
- Working with the Artistic Director and Creative Producer to maintain and develop the Original Theatre Online programme of work

### **Core Communications and Administration:**

- Support management of the company's on-going on-line presence
- Support the development of online opportunities
- Support administration tasks

- Supporting social media strategies and activity
- Support and implement strategies and booking for schools and groups for our online productions
- Maintain and monitor agreed brand guidelines and company 'personality' across internal and external communications material
- Support the maintenance and development the company's websites and CRM systems
- Support the Communications Manager on daily customer service and support for our online customers
- Support the Communications Manager and PR company on press opportunities

#### **General obligations:**

- To perform to high professional standards and to use initiative to determine priorities and work effectively with colleagues
- To undertake other duties not specified above, which from time to time are necessary for the effective performance of Original Theatre

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

#### **Person Specification:**

##### **Values**

- We expect all members of the team to demonstrate passion, a strong work ethic and an openness to challenge and be challenged in this new world we are learning to create work in.

##### **Essential**

- Excellent computer and online skills
- Excellent copywriting skills with good use of language across a range of media
- Excellent organisation skills
- Demonstrable experience of marketing and the use of digital channels
- Interest, experience and/or knowledge of the arts
- Self-motivated with excellent verbal and written communication skills
- Ability to work independently and to work well in a team environment
- Ability to manage multiple priorities and meet deadlines
- Creative and pro-active approach to generating ideas
- Meticulous attention to detail and accurate proof-reading skills
- Willingness to work unsocial hours if required

##### **Desirable**

- Demonstrable experience of working in a digital environment
- Experience of website editing using a Content Management System

- Some familiarity with Photoshop, iMovie including basic film and photo editing
- Experience in content creation (blogs, films, photography, gifs etc)
- Experience of building and sending email marketing campaigns
- Experience of theatre administration

### **Application process**

Please send your CV, a letter of application (no more than one side of A4) and a completed Equal Opportunities form to: Tom Hackney [tom@originaltheatre.com](mailto:tom@originaltheatre.com)

Deadline: Monday 9 November, 10am

### **Contract**

- Self-employed (candidate will be expected to work from home with access to relevant office technology)
- 2 days a week (16 hours)
- £110 a day
- Contract to end of March 2021 in the first instance
- Start date as soon as possible