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<b>POSITION:</b>	Sales & Marketing Assistant
<b>REPORTS TO:</b>	Sales & Marketing Director
<b>LOCATION:</b>	London
<b>HOURS:</b>	Full time, 40 hours per week
<b>SALARY:</b>	£23-£27k

Established in 1999, London Theatre Direct is one of the UK's leading ticket agents and distributors. As one of the first companies to sell theatre tickets online in the UK, through to developing interactive seating plans, connecting to multiple API systems and becoming the first ticket seller in the world to accept bitcoin, London Theatre Direct continues to innovate using the latest technologies.

We connect directly to numerous box office ticketing systems and offer a vast range of events and millions of tickets for sale to shows in London and Broadway.

**Job Purpose:**

To support the marketing team and executives with daily marketing administration and projects, directed at maximising company profits and developing sales strategies or marketing campaigns.

**Key responsibilities:**

- Support the Sales & Marketing team and Director to achieve LTD, marketing goals and objectives
- Create and maintain activity calendar/s including Group collaborations and engaging with relevant persons
- Provide fact-checking, copy editing and formatting assistance during the creation of any marketing material or marketing briefs.
- Assist in creating promotional material, including targeted content, blogs, marketing copy etc.
- Assist in maintaining social media accounts for brand, products, and services. Ensuring Content and Assets are reviewed and updated.
- Check performance reports across our sales channels for marketing focuses required to review if content needs improving.
- Suggest and actively produce content for SEO driven gains to our site, working with all shows and products we have on sale to market.
- Explore marketing opportunities and SEO gains via our B2C and B2B sales channels
- Maintain strong client relationships by delivering excellent customer service and by keeping client information confidential
- Enter marketing data into spreadsheets and help create data and financial reports for managers and key stakeholders. Put together decks on performance reviews for shows.
- Assist with database. Creation of Emails and segmentation
- Monitoring marketing emails and responding to general requests.
- Assist Partnership and Marketing with approval processes for campaign work
- Assist with the creation of documents, presentations, analysis from, graphs, market research and reports for meeting presentations. Pulling figures from Google Analytics and Internal data warehouses and platforms.
- Maintain the marketing filing system on the shared company drive, ensuring all images, copy and assets are saved in the right place
- Ensure our homepage and key pages is up to date and in line with marketing focuses
- Ensure event pages are up to date, working with Content and Marketing departments to ensure content is optimised to perform in line with campaign and sales focuses.

(Cont.)

- Keep up to date with social media platforms and marketing industry changes
- Undertake any other ad hoc duties as and when required

**Experience & skills required:**

- Exceptional attention to detail and organisation skills
- Detailed understanding of social media and its role in marketing
- Creative writing skills
- Excellent written and verbal communication with great interpersonal skills
- Customer / client focused
- General maths skills
- Ability to multi-task
- Ability to research
- Previous experience in office administrative role
- Working knowledge of Excel, Artwork, and PowerPoint.
- Working knowledge of Email database systems like Mail Chimp

To apply, please send a CV and covering letter to [recruitment@trafalgarentertainment.com](mailto:recruitment@trafalgarentertainment.com).

Application deadline is Sunday, December 5<sup>th</sup> 2021. Early applications are encouraged as successful applicants may be interviewed before the deadline.

LTD is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.