

STORYHOUSE

so
incredible.

**Marketing
Assistant
Recruitment
Pack**



Antigone, 2021, Mark
McNulty



Storyhouse, 2017, Becci Lane

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Welcome from the CEO

Storyhouse is one of the UK's foremost cultural charities; its home in Chester incorporates a library, theatres, and a cinema. It is also an acclaimed theatre producer and runs the country's most successful regional open-air theatre in the city's Grosvenor Park, as well as the innovative Moonlight Flicks open-air cinema each year.

Storyhouse plays an important part of cultural life in Chester and continues to be a beacon of inspiration for many other cities and towns for the role it has played in social and economic regeneration, its successful and unique integration of world-class theatre, cinema, and library facilities, as well as its bold, exciting, diverse, and award-winning programming.

It is also a great place to work. We offer a flexible and supportive working environment, value experience as well as skills and qualifications, and work to ensure everyone in the organisation is aware of our equality and diversity commitments. We want to support all staff to fulfil their potential and enjoy a happy and healthy workplace.

We hope you decide to join us,

Annabel





Our Story

You can find a bit about who we are on our [website](#), discover more about our innovative home and how it came to be in [this case study](#) by Arts Council England, or read about our renowned library in this [blog](#) by the DCMS's library team.

Above all, Storyhouse is a creative community. As a diverse cultural organisation, our home is one of the country's most successful cultural buildings housing a cinema, theatres and a library. Last year we welcomed 735,000 people through our doors. We are both a community hub and combined arts producer.

Our library attracts international recognition, known for its seamless integration, and boasts the longest opening hours of any UK public library.

In 2023-24, we supported 5,768 young people to connect and create, ran 180 free rhyme-time sessions, created 423 magical performances indoors and outdoors, sold 108,298 theatre tickets and hosted a total of 1,618 cinema screenings.

Visits are roughly split into thirds between event attendances, library users, and wider participation. We enjoyed the support of over 14k volunteer hours and 1,328 different individuals were involved in making and supporting our work.

Grosvenor Park Open Air Theatre, which we founded in 2010, is the UK's largest regional open-air theatre, welcoming over 25,000 every summer.



This House is Your House

We've become a vital part of the region's cultural landscape and a place of safety and support for the community - especially for young people, giving them a space where they can reimagine their place in the world.

Over 40 community groups use us as a base for creative activity each month, including LGBTQIA+ and disability groups, refugee integration activities, mental health support sessions, and groups combatting social exclusion by age.

We work extensively with young people and provide a range of different programmes, from youth theatre and our young company, to young leaders, young programmers, and our many schools and education programmes. Throughout our work we collaborate with local partners throughout to ensure we are reaching the people that would usually have the least opportunity to participate.

Across everything we do, we work to give people the power to build their own creative communities through inspiring stories and shared creative experiences: this house is your house.

As we blend theatre, library, restaurant and cinema services, we share inspiring stories and stage creative events which empower people to nurture their creativity and bring together communities. Through our work, we hope to build a more connected, inclusive and creative community network.

The more open we are to the true and rich diversity of our communities, the more vividly we fulfil our purpose. More engagement from more of our communities will make more of Storyhouse.

We are committed to creating a team which is representative of our communities and to bringing together those with a variety of skills and experiences to help shape what we do and how we work.



A Midsummer Night's Dream, 2023, Mark McNulty

Our Strategy...

Storyhouse is about to enter an exciting new phase in our evolution as we look to develop our programmes, based on a new strategic plan, to deliver world class arts and meet community needs.

Our Vision:

Here at Storyhouse, culture is owned by everyone.

Our Mission:

We work every day to be a creative home for our communities.

Our Values:

LISTEN CLOSELY.

True empathy takes effort. So we work hard to understand different points of view.

LOOK AROUND.

Opportunities can be spotted by anyone, anywhere, at anytime. So we always have our eyes, ears and minds wide open.

SPEAK UP.

Not everyone's stories have been told. So we use our voices to amplify those that haven't been heard.

STAND UP.

Debate and discussion make things better for us all. So we don't shy away from a challenge.

REACH OUT.

Diverse perspectives solve the hardest problems and make the best decisions. So we seek them out, and invite them in.



A Midsummer Night's Dream, 2023,
Mark McNulty



Our Resources

Storyhouse is a medium-sized charity with approximately 140 staff and a gross revenue of over £6 million per year. The charity is financially stable, with a number of steady revenue streams, including a 20-year lease and contract for services with the local authority (Cheshire West and Chester) and NPO funding from Arts Council England for 2023 to 2026. Revenue from commercial activities is also essential to the charity's financial stability, and over 57% of its revenue is earned.

Storyhouse runs two wholly owned commercial trading subsidiaries: Storyhouse Production Company Limited - creating and staging Storyhouse Originals theatre productions - and Storyhouse Catering Company Limited - providing a range of catering, retail, cinema, receiving theatre and commercial services.

Despite our financial stability, like all other charities our resources are being eroded by rising costs caused by inflation and higher energy prices, and as a result of the continued cost of living crisis, demand for free-to-access services (such as warm spaces) is increasing.

Our Building

The original parts of Storyhouse were constructed as an art deco Odeon cinema in 1936, and have been restored, extended and renovated into a library, two state of the art theatres, a cinema, restaurant, and two bars.

The larger theatre is an 800-seat proscenium arch stage. With state-of-the-art facilities, its auditorium spreads across three tiers: stalls, circle and gallery. This same theatre converts into a 500-seat thrust stage (with the audience wrapping around three sides of the stage). In this format, the auditorium spreads across two tiers, with intimate seating putting the audience right in amongst the action.

On top of the building sits the Garret Theatre and Bar. This 150-seat black-box theatre is a flexible, fully-equipped performance, rehearsal, or workshop space. It is designed to be full of work made by local creative companies, individuals, and community groups, as well as a space we hire to companies and individuals.

The 100-seat boutique cinema is designed to honour the original Odeon's history as a cinema in 1936. With red velvet, soft, sunken seating, it is a beautiful event space.

The library spreads right through the building, with a dedicated family-friendly area (with wet play, storytelling room, and arts and crafts) in The Den and extensive book-stocks covering the walls throughout Storyhouse offering opportunities for studying, learning, and research.



The Role

At Storyhouse, the marketing team plays a pivotal role in promoting the organization's diverse cultural offerings and enhancing its public presence.

As Marketing Assistant, you will support the Marketing team to create and deliver effective and engaging campaigns, big and small. With an appetite for learning, you are a persuasive writer, have a keen eye on the latest innovations in marketing, and enjoy getting stuck into a new project.

This is a perfect opportunity for a creative and energetic individual who has a proven interest in pursuing a career in marketing.



Role and Responsibilities

You will

- Research target audiences to inform marketing plans, including working with Storyhouse's Communities and Production teams to develop and work with new audience.
- Support the creation and delivery of marketing campaigns across social media, digital advertising, email, print, and PR.
- Manage Storyhouse's bank of assets, photography and video.
- Write persuasive and engaging copy for web, social media and email.
- Liaise with touring theatre companies to manage photo/video assets, update campaign reports and support delivery of collaborative campaigns.
- Work with external agencies to support delivery of digital advertising and print distribution campaigns.
- Use Storyhouse's email platform to build and edit customer emails and monitor and report on email activity.
- Create and update content (copy, images and videos) across Storyhouse's websites.
- Work with the Marketing Manager to plan and deliver impactful social media campaigns.
- Create engaging content for storyhouse.com, including blogs, articles and features.

Role and Responsibilities (continued)

You will

- Use social media to cover live events at Storyhouse: taking photos and videos to capture festivals, opening shows and special events as they happen.
- Use social media insights and analytics tools to report on content, ads and campaigns.
- Update digital screens across Storyhouse.
- Monitor print deliveries and co-ordinate distribution.
- Lead on co-ordinating content for print programmes.
- Create and send press releases.
- Research and update listings information for external websites.
- Liaise with press publications to provide images, information etc.
- Co-ordinate guest lists and support delivery of press nights and special events.
- Co-ordinate content and images for listings guides and brochures.
- Track and report Membership sign-ups and cancellations to inform the wider team of any key insight.

Role and Responsibilities (continued)

You will

- Support basic design tasks, including updating existing materials and creating in-house signage, ensuring brand consistency across all marketing assets.
- Lead membership engagement and communications, including exclusive offers, newsletters, articles, events, and sign-up campaigns to enhance member experience and drive retention.
- Act in accordance with Storyhouse's policies and procedures, and undertake any training as required by Storyhouse.
- Act as a role model for other staff and contribute to the life of the organisation as a whole.
- Carry out any other duties as may be required as part of the Marketing Assistant's role.

Skills & Experience

Proven interest in pursuing a career in marketing

Experience working in or with the arts, entertainment, or non-profit sectors (desirable)

Experience working with external suppliers, such as printers, distributors, and designers (desirable)

Working using social media for advertising and/or promotion (desirable)

Experience creating content for social media, including images and videos (desirable)

Have experience of using CRM and box office systems (desirable).

Have experience of using design tools Canva and Adobe Creative Suite (desirable).

Passion for, interest in, or knowledge of theatre, film, or arts/entertainment

Ability to prioritise workload and work effectively to deadlines

Ability to work in a fast-paced, lively workplace on varied projects and with a wide range of people

Excellent organisational skills

Excellent communication and interpersonal skills

Strong copywriting skills

Positive and proactive nature

Opportunity and Staff Benefits

Title: Marketing Assistant

Reports to: Marketing Manger

Salary: £25,625.60 per annum

Contract: Permanent, Full time, 40 hours per week

30 days annual leave per year, including bank holidays, increasing annually up to a maximum of 3 extra days

Birthday leave

A defined contribution pension scheme or a People's Pension scheme

Employee Assistance Programme, including Medicash

Cycle to Work and Travel to Work schemes

Hybrid working practices and flexible working requests available from day one

Discounted gym membership schemes

Complimentary tickets and discounts on food and drink

Company sick pay after qualifying service

Application Process

Applicants are asked to submit a cover letter expressing interest in the role and a CV demonstrating relevant experience online at:
www.storyhouse.com/jobs/

Applications should be submitted on or before 6th April 2025.

First round interviews: 10th & 11th April

Second stage interviews: 22nd April

For an informal discussion about the role or support in the application process, please contact our Head of People, Emma Hutt, at peopleteam@storyhouse.com.

No agencies please.



Faustus That Damned Woman, 2023,
Mark McNulty



GDPR

Personal Data Notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent.

The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

STORYHOUSE