

MARKETING & COMMUNICATIONS ASSISTANT

Recruitment Pack





Welcome from the CEO

Thank you for your interest in joining Buxton Opera House.

Nestled in the stunning spa town of Buxton, between the cultural hubs of Manchester and Sheffield and the breathtaking landscapes of the Peak District, Buxton Opera House is an award-winning charity where creativity and community thrive.

We're proud custodians of two historic venues: the iconic Buxton Opera House, a Frank Matcham masterpiece built in 1903, and the Pavilion Arts Centre, a versatile performance space that's been home to live theatre and film since 1889. Together, these beloved venues form the beating heart of Buxton's vibrant arts scene.

As a charity and an Arts Council England National Portfolio Organisation, we're driven by creativity. More than a place for exceptional entertainment, we're a hub of artistic energy, where talent is nurtured, ideas flourish, and everyone is invited to be part of something meaningful and lasting. This spirit is reflected in everything we do, from our diverse programming to the inspiring work of Buxton Opera House Creates, our community engagement programme for all ages.

Buxton Opera House is also a fantastic place to work. We offer a flexible, supportive environment where experience, skills, and qualifications are all valued. We're committed to building a diverse and inclusive workforce. In 2024, we were honoured to receive the UK Theatre Workforce Award for our dedication to professional development and supporting the future of the industry. We're incredibly proud of this recognition and remain committed to ensuring every member of our team, staff and freelancers alike, can thrive in a happy, healthy workplace.

We hope you'll consider becoming part of our story.

Warm regards,
Paul Kerryson



A photograph of two people, a man and a woman, wearing bright yellow jackets. They are seen from the back, looking towards a stage in a theatre. The man is pointing his right index finger towards the stage. The background shows rows of dark blue theatre seats.

About us

Creativity Lives Here

Proudly operated by High Peak Theatre Trust, Buxton Opera House is an award-winning arts charity. More than our magnificent heritage buildings, we are the vibrant cultural heartbeat in the High Peak.

At Buxton Opera House, we stand for **entertainment, community** and **heritage**.

Presenting over 450 shows annually, and as home to the Buxton International Festival and the International Gilbert and Sullivan Festival, we bring world-class live entertainment to our communities. We produce and co-produce original work, from bold new writing to beloved classics, staged in Buxton and beyond. But we're more than what happens on stage. We're a creative hub for artists, educators, volunteers and makers. Through our Buxton Opera House Creates programme, we spark creativity and support lifelong learning, helping people of all ages discover new skills, passions and confidence.

We run seven separate community groups for young people throughout the year, spanning drama, technical theatre training, dance opportunities and a work experience programme. We also host a regular reading group for adults, a singing club for people affected by cancer, a successful volunteer programme and a summer outdoor festival for all ages. We offer schools' tours and in-school support through professional training and workshops.

Each year local residents have the opportunity to perform in our annual community production, a large-scale spring musical supported by a professional director, orchestra and technical team. We are committed to the highest artistic standards and to connecting our communities through creativity, providing opportunities for everyone to express and build on individual talents.

We believe in making space for everyone: To create, to learn, to connect, and to grow.

You can find out more about who we are on our [website](#), discover more about our [community work](#) and read the latest [news](#) from Buxton Opera House.





Our strategy

Buxton Opera House is entering an exciting new chapter. Achieving National Portfolio Organisation (NPO) status in 2023 marked a significant milestone, recognising our potential to play a broader role in the creative life of Buxton, the High Peak and beyond.

As we deliver a refreshed business plan, we've rebranded, reimagining how we present ourselves to the world. Our live programme will continue to evolve across both venues, maintaining world class standards and retaining audience appeal whilst establishing ourselves as a trusted producing partner in the industry. At the same time, our community engagement will grow through Buxton Opera House Creates, expanding opportunities and deepening our local impact.

Our Vision

Buxton Opera House is the engine of a bold and flourishing artistic community. A place where talent is ignited and where internationally renowned theatre experiences create opportunities for all.

Our Mission

To lead a thriving, artistic community that builds inspiring opportunities with and for our audiences, creating nationally renowned theatre experiences that impact locally and beyond the 'Theatre in the Hills'.

Our Values

We stand for **Entertainment, Community** and **Heritage**.



A photograph of a theater stage. Two people are standing in a doorway, looking out. The stage is lit with blue and purple lights, and there are two empty chairs on either side of the doorway. The background is dark with some light spots.

The role

Marketing & Communications Assistant

Department: Marketing & Communications

Reporting to: Communications Manager, Head of Marketing & Communications

Role Summary:

Join our Marketing & Communications team and help bring an exciting programme of theatre, cinema, music, and live events to audiences across Buxton Opera House and Pavilion Arts Centre.

This is an excellent opportunity for someone looking to build a career in arts marketing, gaining hands on experience across campaign delivery, digital communications, social media, website management, audience development, and event promotion. Alongside supporting marketing campaigns for our visiting productions, you will take ownership of key Pavilion Arts Centre events including Coffee Concerts, Buxton Buzz Comedy Club, and Cinema Screenings, with opportunities to develop and take on wider campaign responsibility over time.

The role will work collaboratively with the wider Marketing & Communications team to ensure campaign activity supports sales targets, wider audience development objectives, and aligns with the organisation's artistic vision and business goals. The postholder will work closely with the Ticketing & Sales, Programming, Development, and Learning & Engagement teams.



Role description

Key Responsibilities:

Digital Communications

- Support the delivery of engaging content across the venue's social media channels, contributing copy, ideas, and creative content that reflects the organisation's brand and tone of voice
- Manage social media direct messages and customer enquiries, providing a helpful and professional first point of contact
- Assist in monitoring and analysing social media performance, identifying opportunities to increase engagement, reach, and audience growth
- Keep up to date with emerging digital marketing trends, platforms, and tools, testing and evaluating new approaches where appropriate
- Support the creation and delivery of membership, customer, and internal email communications
- Maintain and update venue websites, ensuring event listings, news stories, banners, and company information are accurate, engaging, and published within agreed deadlines
- Contribute to email marketing campaigns through compelling copywriting, audience segmentation, and customer targeting
- Build and manage customer data selections within Spektrix in accordance with GDPR requirements
- Support the effective use and development of the Spektrix platform, keeping informed of system updates and best practice
- Manage the marketing email inbox, responding to enquiries where appropriate and ensuring communications are routed efficiently

Marketing & Campaign Delivery

- Coordinate marketing materials and promotional assets for visiting productions, ensuring they are accurate, on brand, and delivered on schedule
- Source, create, and implement marketing assets across a range of channels, liaising with external media agencies and suppliers where required
- Lead the organisation and distribution of print materials, maintaining displays across both venues and key external locations
- Work with distribution partners to coordinate the delivery of season brochures, leaflets, and promotional materials
- Support the planning and delivery of marketing campaigns for Pavilion Arts Centre productions and regular events including Coffee Concerts and Buxton Buzz Comedy
- Monitor campaign performance and provide insight and recommendations to support future marketing activity



Role description



- Build and maintain positive relationships with promoters, producers, PR agencies, media partners, and community organisations
- Support audience research and data collection activity, including work required for Arts Council reporting and evaluation
- Assist with the creation of venue signage, show programmes, and other marketing collateral
- Support the delivery of press nights, media opportunities, photo calls, and promotional events
- Contribute to campaigns that promote the venue's loyalty scheme, food and beverage offer, and wider organisational priorities
- Provide proofreading support across marketing and communications materials

General

- Work flexibly across a variety of marketing and communications projects, providing support where required
- Provide cover and support for colleagues across the Marketing & Communications team when required
- Maintain accurate departmental records, including purchase orders, campaign files, and marketing archives
- Support wider departmental projects and organisational initiatives as required, for example press nights, content shoots, and town wide events
- Develop strong working relationships with internal teams and external stakeholders, with reference to Ticketing & Sales, Programming, Development, Learning & Engagement, advertisers, and press
- Act in a manner that enhances the reputation and profile of Buxton Opera House
- Collaborate effectively with colleagues across the organisation
- Champion and embody the organisation's brand and brand values, ensuring they are consistently reflected across all communications, and support colleagues across the organisation to understand and apply the brand effectively
- Be an ambassador and advocate for BOH and promote BOH company values and behaviours internally and externally
- Uphold the principles of, and adhere to, company policy and procedures relating to General Data Protection Regulation and ensure that all data is dealt with in accordance with current legislation
- Undertake any additional duties commensurate with the role at the discretion of the Line Manager



Person specification

Essential:

Experience

- Excellent organisational skills with the ability to manage multiple priorities and deadlines
- Strong written and verbal communication skills
- Good copywriting, proofreading, and attention to detail
- Understanding of social media platforms and digital communications
- Ability to build positive working relationships with colleagues, partners, and stakeholders
- Proactive and self-motivated, with the confidence to use initiative
- Competent IT skills and experience using Microsoft Office applications

Education, Training, and Qualifications

- Educated to A-Level standard or equivalent, or able to demonstrate equivalent experience

Personal Attributes

- Enthusiasm for marketing, communications, and audience engagement
- Passion for theatre, cinema, live events, and the wider cultural sector
- Creative thinker with a keen eye for detail and presentation
- Positive, adaptable, and willing to learn
- Ability to work effectively both independently and as part of a team
- Comfortable working in a fast-paced environment and responding to changing priorities
- Willingness to work occasional evenings and weekends, with time off in lieu provided

Desirable:

Skills, Experience, and Knowledge

- Experience in a marketing, communications, or arts administration role
- Experience working within the arts, entertainment, cultural, heritage, or visitor attraction sectors
- Experience using website content management systems
- Experience creating or adapting digital marketing assets
- Familiarity with Adobe Creative Cloud, including basic image or video editing
- Experience using social media management and scheduling tools
- Knowledge of Google Analytics or other performance related reporting platforms
- Experience using Spektrix or a similar ticketing and CRM system
- Understanding of audience development and customer segmentation
- Knowledge of GDPR, copyright, and digital marketing best practice





Role specification

The postholder will work across the business, including but not limited to Buxton Opera House, Pavilion Arts Centre, and the Trust's offices at No. 5 The Square. It is a requirement of Buxton Opera House that all staff work in a flexible manner compatible with their jobs and in line with the objectives of the company. The Marketing & Communications Assistant may be required to work weekends and evenings from time-to-time for which time off can be taken in lieu. Please note the job description for this position may be reviewed and amended to incorporate future business needs.

Contract	Full time, permanent (37.5 hrs per week)
Location	Buxton
Salary	£25,800 per annum (depending on experience)
Probation period	4 months
Pension	Auto enrolment
Holidays	25 days (plus 8 days bank holiday) per annum





Benefits of working with us

At Buxton Opera House, we value our team and offer a range of benefits to support your wellbeing, development, and enjoyment of working in a vibrant cultural environment:

- **Complimentary and discounted tickets** to theatre and live events
- **Staff discounts** at our bars and merchandise counters
- **Generous annual leave** starting at 25 days from your first day of employment
- **Flexible working arrangements** including, where appropriate to the role, opportunities for remote and adaptable hours where possible
- **Ongoing training and development**, from a comprehensive induction to role-specific learning, courses, and skills-building opportunities. We also support personal growth through conferences, external training, and team-building activities
- **Staff social events** throughout the year
- **A chance to make a difference** and be part of a legacy where history, community, and creativity take centre stage





Opera
House



How to apply

We'd love to hear from you! **To apply, please send your CV, along with a covering letter detailing:**

- Why you're interested in this role
- The key skills and experience you would bring to the position

Email your application to ejeeves@boh.org.uk

Deadline for Applications: Sun 11 Oct, 11.59pm

If you would like to find out more about the role before applying, please contact Emily Jeeves, Head of Marketing & Communications, on ejeeves@boh.org.uk for an informal conversation.

We warmly welcome applications from people of all backgrounds and lived experiences. You may not meet every criterion listed, and that's okay. If you have some relevant experience and a motivation to learn and grow, we encourage you to apply.

Thank you for your interest. We look forward to receiving your application!

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