

Pleasance Theatre Trust - Role Pack

Social Media Assistant

March 2025

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About Pleasance Theatre Trust

The Pleasance Theatre Trust is one of the most established Fringe theatres in the UK - which as a registered charity aims to discover, nurture and support artistic talent from around the world.

Operating year-round in London and in Edinburgh during the Festival Fringe in August, the Pleasance has become renowned for presenting a programme of compelling and entertaining shows that uniquely represents the spirit of the Fringe.

Our London theatre has 2 performance spaces, whilst Pleasance Edinburgh is home to a further 33 across 3 sites with an audience of over 600,000 across 27 days.

As an educational charity the Pleasance is committed to developing opportunities to grow careers. Our team includes experienced industry professionals working proudly alongside those just starting out. Together they provide support to artists, audiences and each other.

The Pleasance is a place where journeys begin; built by us, but made unforgettable by you.

We hope you'll join us.

The Pleasance Theatre Trust is a registered charity - charity numbers 1050944 (England & Wales) and SC043237 (Scotland).

What we look for in applicants

We are looking for team members with:

- A positive attitude.
- A willingness to work as a team.
- An ability to remain motivated, particularly in a fast paced environment.
- A commitment to sharing their experience with others.
- Relevant skills that would support you in the role (see “Role description” for more detail).

Successful applications are most often ones which clearly and concisely communicate these points.

Role Description

ABOUT THE ROLE

The **Social Media Assistant** plays a key role in both maintaining and advancing the day to day operation of the Pleasance’s busy marketing department.

They assist with the delivery of the theatre’s strategic marketing campaign alongside the Head of Marketing and the Graphic Designer, whilst also working directly with incoming performing companies. Whilst their remit features a wide range of responsibilities, it includes a strong focus on digital marketing – with experience of social media being essential.

The theatre’s marketing campaign incorporates three core elements, both in London and at the Edinburgh Festival Fringe: venue, organisation and productions. By optimising the organisation’s existing marketing platforms and identifying new audiences, the Social Media Assistant helps the Pleasance grow and diversify its reach.

The Social Media Assistant leads on delivering the Pleasance’s social media marketing strategy across Facebook, Instagram, X, Bluesky and TikTok, including organic and paid content, working both independently and in association with visiting companies. They must be prepared to pitch exciting and engaging content ideas to the Graphic Designer, with the ability to see each idea through from the beginning to the final end result. They must be comfortable working out and about, on their own, and on their feet for prolonged periods of time. They need a good eye for identifying high performing content and must be able to turn each idea around within a short space of time, to maximise the impact of current social trends. A good sense of humour is a must, particularly when promoting comedy content.

As part of the Pleasance’s campaign at the Edinburgh Festival Fringe, the Social Media Assistant oversees a small team of Digital Content Creators to enhance the organisation’s digital promotional output during this peak season.

The ideal candidate will be well organised and highly personable, engaging with companies, audiences and the team with the friendly, can-do attitude the Pleasance is known for.

The Social Media Assistant is based in London year-round and will relocate to Edinburgh for the Festival Fringe in August. They must be prepared to have flexibility with their working hours,

depending on the events taking place at the venue and the schedules of artists they're working with. (Time off in lieu will always be provided.) There is potential to work up to two days per week remotely.

Key Responsibilities

Social Media

- In collaboration with the Head of Marketing, develop and implement a complete social marketing strategy for each season at Pleasance London and in Edinburgh.
- Manage the Pleasance's Facebook, Instagram, X, Bluesky and TikTok accounts on a day-to-day basis, including organic content, paid advertising and customer service enquiries.
- Maintain and proactively grow the Pleasance following across all social channels.
- Analyse social media data and identify patterns to inform future marketing decisions.
- Oversee the Digital Content Creators at Pleasance Edinburgh, to create content to support the agreed digital marketing strategy.
- Optimise the Pleasance's social media channels to keep them fully functional and relevant.
- Plan, capture and create high quality content to share socially.
- Liaise with performing companies to offer advice and support on social strategies.

Asset Management & Content Production

- Manage communications with performing companies to ensure relevant digital assets are received and proofed for use in promotional campaigns, according to the agreed timeline.
- Work closely with the Head of Marketing, Graphic Designer and programming team to ensure digital assets are created to a high standard.
- Work with external videographers and photographers to produce digital content.

Audience Development

- Identify new areas of social media marketing that may support the Pleasance in reaching new audiences, working closely with the Head of Marketing.
- Pro-actively research and develop new social media networks and oversee distribution of any assets or communications on an ad-hoc and/or seasonal basis.

General

- Represent the marketing team at press nights, galas and other relevant events as required.
- Act as a representative of the Pleasance and its values, ensuring that the Pleasance is represented to all visitors as having excellent standards.

Personal Specifications

Essential Attributes

- Experience of social media marketing, or demonstrable experience of transferable skills
- Creative ideas and the ability to pitch them with confidence
- A proactive approach to getting things done in a timely manner
- Extensive knowledge of, and an active interest in, all social media platforms
- Confidence interacting with Meta Business Suite
- High quality content creation skills, including video editing and photography
- Copywriting, proof-reading and an attention to detail
- Excellent communication, both written and verbal
- The ability to organise a busy workload

- Multitasking, maintaining composure under pressure and working to deadlines
- Excellent relationship management
- Knowledge of and interest in the arts

Desirable Skills

- People management
- Basic graphic design ability
- Experience of email marketing
- Data analysis

Reporting To: Head of Marketing & Graphic Designer

Salary: £25,000

Working With: Director, General Manager, Operations Coordinator, Box Office Manager, Head of Comedy, Head of Theatre - London, Head of Theatre - Edinburgh, Development Producer

Contract: 12 month Fixed Term Contract

Applications guide, timeline and process

Application timeline

The application timeline for this role is as follows:

- 26th March 2025: Applications open
- Week commencing 7th April: Interviews begin

Please note we will be recruiting on a rolling basis and the position will remain open until it is filled.

Making an application

To apply for this role, you can make one of the following applications:

- **In Writing:** A written application can be made by emailing your CV and a cover letter explaining your suitability to the role to jobs@pleasance.co.uk with the role title and your name included in the subject line. Please include links to any social media accounts that you have curated and run, either personal or professional.
- **Audio:** An audio application can be made by emailing an .MP3 audio file of your cover letter / suitability to the role. A verbal summary of your relevant experience can be given in place of a CV. Audio should be clear and easy to hear and understand. To submit an audio application email the file to jobs@pleasance.co.uk with the role title and your name included in the subject line. If the file is large please use a file sharing site such as www.wetransfer.com

- **Video:** A video application can be made by emailing a .MP4 or .MOV video file of your cover letter / suitability to the role. A verbal summary of your relevant experience can be given in place of a CV. There is no dress code for video applications. To submit a video application email the file to jobs@pleasance.co.uk with the role title and your name included in the subject line. If the file is large please use a file sharing site such as www.wetransfer.com, or upload a private video to a hosting site such as YouTube, Google Drive or Dropbox and send the link for viewing.

Application process

The process has three stages:

1. An application
2. Interviews for longlisted candidates
3. Second round interviews for shortlisted candidates

How we assess your application

- Each application is assessed by someone who works in the team you are applying to - typically a manager with a knowledge of the requirements of the role. They will assess your application with a mixture of comments and scores for how closely they think you meet the requirements of the role. Requirements are outlined in the “What we look for in applicants” and “Role description” sections of this pack.
- The assessor will determine a shortlist of candidates for interview.
- You will be notified by email if you are shortlisted for an interview. Interviews take place in-person or online, using Zoom. If successful, at least one of the interviews must be conducted in-person.
- The interviews will be conducted by 3 interviewers who have a knowledge of the requirements of the role. They will assess your interview with a mixture of comments and scores for how closely they think you meet the requirements of the role.
- Due to the volume of applications received, we regret that we are unable to notify applicants that are not successful at the application stage, or provide feedback.
- An update can be provided on the status of your application at any time by emailing jobs@pleasance.co.uk. We aim to reply to all enquiries within 7 days.

If your application is successful

- You will receive an offer by email, confirming the terms and other relevant information.
- You will be invited to discuss any access requirements you have so we can discuss what adjustments can be made together.
- You are welcome to ask any further questions prior to accepting the offer.
- After you accept your offer, you will be sent a contract to sign and any other relevant information.



Help

If you require help with your application you may contact us by:

- Email: jobs@pleasance.co.uk
- Phone: +44 (0)207 619 6868

We aim to reply to all enquiries within 7 days.

Equal Opportunities

At the Pleasance Theatre Trust we want our team to reflect wider society and welcome applications from all sections of the community - in particular from anyone currently underrepresented in the creative industries.

We welcome applications from everyone, regardless of background or social group. If you would like to have an informal discussion about any role available or anything in this pack before you submit your application please contact jobs@pleasance.co.uk.

You can also email to talk to us about your access needs. We discuss access with candidates at each step of the application process, so first we would discuss access for the application, then, if successful for the interview and then if successful, for the job.
