

**RECRUITMENT PACK**  
**MARKETING & COMMUNICATIONS**  
**ASSISTANT**  
**PAID INTERNSHIP**  
**FEBRUARY 2023**



**LIFT**

**LONDON**  
**INTERNATIONAL**  
**FESTIVAL OF**  
**THEATRE**



## ABOUT LIFT

LIFT, London's international festival of theatre, takes place every two years. At LIFT we understand that difference makes us stronger, so we work to share diverse and international perspectives. We bring artists and audiences together for necessary conversations and essential cultural experiences. The theatre we offer is compelling, meaningful, provocative, excellent, topical, and unlike anything you will find elsewhere. We take risks, introduce new artistic forms and ideas, and offer new ways of experiencing art.

Every two years, LIFT presents a festival full of daring and relevant culture, international voices, and unforgettable theatre. LIFT is the essential link between leading international artists, London, and the UK. We create communities around ideas and projects, and we connect leading artists to locals, at home and abroad. Together, we make incredible art happen.

We are full of ambition, joy, and thoughtfulness, and we love London. LIFT is a charity based in Toynbee Studios in East London with an average two-year turnover of £2 million.



# MARKETING & COMMUNICATIONS ASSISTANT (PAID INTERNSHIP)

<b>Job title:</b>	Marketing & Communications Assistant (Paid Internship)
<b>Reports to:</b>	Head of Communications & Audiences
<b>Working relationships:</b>	General Manager, Artistic Director/CEO, Creative Producer, Executive Director
<b>Salary:</b>	£22,000 per annum.
<b>Hours:</b>	Full-time (35 hours per week)
<b>Annual leave:</b>	25 days paid leave per annum, plus English public holidays and bank holidays
<b>Contract:</b>	18 month fixed term contract
<b>Location:</b>	London - LIFT HQ is based at <a href="#">Toynbee Studios</a> . The role is likely to be a mix of hybrid and in person working. We offer flexible working as standard - please get in touch if you wish to discuss this ahead of your interview.
<b>Closing date:</b>	5 March 2023
<b>Interview date:</b>	Week commencing 13th March (exact date to be decided)
<b>Anticipated start date:</b>	March/April 2023

## ABOUT THE ROLE

We are looking for someone who is passionate about theatre and wants to build a career in marketing. In this 18-month training role you will gain practical and hands-on experience. You will learn about different aspects of how we create and deliver our campaigns, promote our programme and build new audiences. This role will also help build towards the next LIFT festival in June 2024.

You don't need to already have lots of prior knowledge or skills – this is a training opportunity. If you have a desire to learn we would love to hear from you. We actively encourage you to apply if you are ethnically diverse, D/deaf, disabled, neurodivergent and/or working class. We have well-being strategies in place for the whole team and we work hard to ensure that new people feel supported in their role as they integrate into the team.

We are a small, friendly, international team, who have come together with a shared belief in the impact of international theatre on people's lives. We're ambitious and energetic and we work hard to share our love of the arts, festivals and international connections with our audiences.

The Marketing and Communications Assistant is an essential part of the communications and audience development team at LIFT. Together, the team is responsible for: selling tickets to LIFT's programme; diversifying audiences (physical and online); and growing the LIFT brand which includes our visual identity, the voice of the organisation and how we are thought of by others.

This means that we take care of press, social media, LIFT's website, and any promotional materials we need to create. We work closely with artists and the organisations we partner with, including co-producers and the venues for our shows. We collaborate with public relations consultants, designers, photographers, and videographers. We also work closely with the other teams at LIFT, including development and production. Our job is to make sure we are telling the right stories about the work LIFT is doing, and reaching people who want to support LIFT financially as well as attend our shows.

We have a commitment to diversity and inclusion. This means we listen to and aim to reach more diverse audiences, including people who don't currently engage much with arts and culture. It also means we actively engage with people as artists, donors, volunteers, audiences, experts and participants of all gender identities who are working-class or from low-income backgrounds, are ethnically diverse, neurodivergent, D/deaf and/or disabled.

# INTERNSHIP ROLE DESCRIPTION

Key responsibilities:

- Bring your creativity and ideas to planning and comms strategy sessions
- Manage LIFT's social media channels: Twitter, Facebook, Instagram, and LinkedIn
- Create content for social media and other marketing materials (copywriting, creating basic designs on Canva, choosing effective images, videos and words to engage people, attending LIFT productions and capturing content to share)
- Schedule content with LIFT's social media software (Buffer)
- Respond to people's comments and questions in a timely manner
- Manage requests for social media swaps
- Monitor and manage online data/analytics
- Attend meetings with artists to hear about their work. These help us to help us develop the right communications strategy to promote their work
- Research influencers and organisations that LIFT can work with for specific communications campaigns and to reach targeted audiences
- Keep LIFT's website up to date
- Generate ideas for, write and send LIFT's monthly newsletter
- Proofread materials as needed, such as email communications or printed materials
- Act as point of contact to gather and agree content both internally, from the LIFT team, and externally, with our partners
- Keep an up-to-date contact databases of freelancers, partners and friends

## TRAINING & PROGRESSION

This role includes training in technical skills, as well as support to prepare you for your next career step like help with applications, mock interviews, and access to a work-based reference.

- Wordpress (website)
- Google Analytics
- Spektrix (CRM customer relationship management and box office system)
- Dot Digital (email marketing)
- Buffer (social media scheduling)
- Canva (basic design for social media posts)

LIFT has Arts Marketing Association membership which provides access to a broad programme of webinars across lots of helpful topics. You will be encouraged to sign up to as many webinars as you find useful. The full programme for 2023 has not been published yet, but the schedule so far is here: <https://www.a-m-a.co.uk/webinars/>

Topics we'd be looking for training to cover include:

- Access and inclusion
- Copywriting
- Social media
- Marketing planning basics
- Introduction to audience development
- GDPR (general data protection regulation)

## MORE ABOUT LIFT

[LIFT's website](#) is where you will find everything you need to know about us.

Our ambition is to grow the LIFT audience on Instagram. Have a look at our profile [@liftfestival](#) and see what you think!

[See the trailer for LIFT2022 festival](#) to get an idea of the kind of content we make and what the last festival was like.

The marketing and communications team works very closely with the development team. Check out [this video](#) we made together to support a crowdfunding campaign for LIFT's 40th anniversary in 2021.



# ABOUT YOU

We are looking for someone who is highly organised, is a people person with excellent communication skills, and is enthusiastic about the performing arts.

Our ideal candidate is someone who:

- Has an interest in building a credible career in theatre and/or marketing
- Has an interest in creating brilliant engaging content and is fluent on multiple social media platforms
- Wants to learn new skills and is happy to move quickly from one task to the next
- Is committed to promoting equality, diversity, and inclusivity
- Enjoys writing and has good written skills, or has a willingness to develop writing skills
- Is confident and can work with lots of different people
- Is already familiar or is really curious to get involved with the cultural arts scene in London
- Has excellent attention to detail
- Enjoys working collaboratively as part of a team
- Is confident using Microsoft Office, Outlook, and a range of social media platforms





# TERMS OF EMPLOYMENT

## SALARY

£22,000 per annum.

## ANNUAL LEAVE

25 days paid leave per annum, plus English public holidays and bank holidays (normally 8 per year; plus 1 extra in 2023)

## PENSION

Following completion of the probation period, provided you are over the age of 21, LIFT offers a Workplace Pension Plan operated by Royal London, whereby we match employee contributions up to an agreed limit.

## WORKING HOURS

This is a full-time post, comprising 35 hours per week. Standard LIFT office hours are 10am - 6pm, Monday - Friday. Due to the nature of the role and our sector, some evening and weekend work will be required. LIFT operates a TOIL (time off in lieu) policy.

## PROBATION PERIOD

Probation periods are like a trial period for newly recruited staff. It is always at the beginning of the employment relationship. For this role the probation period is 2 months. You may decide this isn't the right role for you or LIFT may choose to end your trial period, extend your trial period or confirm you officially in the role.

## BASE

The post is based at LIFT's office at [Toynbee Studios, London](#). We are happy to discuss and flexible working arrangements as requested.

# HOW TO APPLY

To apply for the post, please send:

- an up-to-date CV including any voluntary work and current interests,
- a cover letter of no more than one page, or a video of no more than two minutes, explaining why you are excited about this role, why you are excited to work with LIFT, and why you as a person and your skills are a good fit for this role,
- a completed [Equal Opportunities Monitoring Form](#),
- contact details for two references (we will seek your permission before making direct contact with any referees). This could be a current or former employer, a volunteer manager, a university lecturer, a teacher, or someone else with a similar supervisory role.

...to [recruitment@liftfestival.com](mailto:recruitment@liftfestival.com) with 'Marketing & Comms Assistant' in the subject line.

## Timeline Reminders

Closing date: 5th March  
Interview date: Week commencing 13 March (exact dates to be decided)  
Anticipated start date: March/April 2023

LIFT is committed to be a truly inclusive organisation - from our Trustees and team members to our audience and participants.

We are actively engaged in inclusion, diversity, intersectionality, and anti-racism training and planning. Our ambition is to work together to promote a more inclusive environment, attracting the diverse pool of talent and experience we want to see in our organisation, on our Board, in our work and across the cultural and creative sector.

We strive to treat all job applications equally, regardless of class, age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sexuality, or any other equality characteristic.

During recruitment, the selection panel will be shortlisting based on what qualities, skills and experience you may bring to the role. We will support any access requirements you may have during the recruitment process and ensure that reasonable adjustments are in place as required by the Equality Act 2010.

Your personal data will be removed from your application documents before the panel reviews them.

LIFT offers expenses for any travel required for in-person interviews.

liftfestival.com  
@liftfestival



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