

Production and Marketing Placement Application Pack

Here at Paines Plough we are always looking for ways to demystify the way we go about commissioning, producing and touring new plays in order to provide support for theatre makers at any stage of their careers through a programme called [Insights](#).

As part of Insights we offer a flexible programme of work placements designed to support the study of students on university and drama school courses at MA or BA level with practical work experience of a busy touring theatre company. Please see below for information on how to apply for our Spring 2019 programme.

"The passions for new writing and fostering new talent was there every single day ... and it made the whole experience completely brilliant."

Alice Rush, Production Placement, Spring 2018

OVERVIEW

Timeline

The Spring placement period will run for 12 weeks from 11 March to 31 May 2019.

You will be at PPHQ 2-3 days per week, although this can be flexible depending on the placement and your personal study requirements, 10am-6pm with a one-hour break for lunch.

Expenses

We cover travel expenses within London, as well as occasional theatre trips and touring opportunities.

Content

As our Production and Marketing Placement you will attain experience in: tour logistics, castings/rehearsal administration, proof reading, copy writing, content generation, audience development, website editing, social media marketing and day to day running of the office.

As well as the work experience and training specific to your placement (see below), there will be opportunities to participate in company-wide training. Previously Placements have received training in:

- Office skills and time management
- Consultative selling
- Data management
- Tone and style
- Budgets and accounting
- Tour-booking
- Networking
- Public Speaking
- Captioning
- Create design briefs

Previous placements at Paines Plough have gone on to work for companies such as: Donmar Warehouse, National Theatre of Scotland, Lyric Hammersmith, Les Enfants Terribles and Young Vic.

"I learnt a lot specifically about how Paines Plough goes about the marketing process for its shows in Edinburgh – from the admin side of things through to interviewing the playwrights, merchandising and social media. It was really interesting to see how PP goes about targeting different audiences for new writing, and how it not only markets the shows themselves but how they can work together, along with the image of PP's Roundabout which is already a well-known Edinburgh venue, and how playing on the space itself can attract new audiences to the space and to the work."

Anushka Chakravarti, Marketing Placement, Summer 2017

HOW TO APPLY

Please send a completed equal opportunities form, CV and one-page covering letter detailing your experience, why you are interested in Paines Plough and what you hope to gain from the placement to emanpreet@painesplough.com.

Application deadline

10am on Monday 18 February 2019

If these dates are not quite suitable for your course, please do send in your application anyway as we will be open to discussing alternatives.

JOB DESCRIPTION

Responsible to: Assistant Producer and/or Marketing and Audience Development Officer

The Production and Marketing Placement works closely with the Production team, supporting the delivery of Paines Plough's full programme of work. The following components of the role sit across all Paines Plough's programme (small-scale, mid-scale and Roundabout):

Production

- To have an understanding of the company's programme and activities.
- Support the Production Office in all administrative elements in preparation for Edinburgh Fringe Festival 2019.
- To assist with booking travel and accommodation required for Creative and Production Teams as well as Paines Plough's core staff for each production.
- To assist with preparation for production meetings, including collation and distribution of papers, preparation of refreshments, and greeting guests.
- To assist in the administrative elements of the casting process.
- To assist in obtaining and distributing digs lists for Creatives on tour.
- To assist in compiling production contact sheets, printing scripts, posting contracts and general production office administrations required.
- Support other Production Team tasks as and when necessary e.g. inputting sales reports.
- To attend weekly Production Team meetings, minute taking as required.
- Read script submissions and provide feedback as required.

Press, Marketing and Digital

- To assist with obtaining biographies and any other relevant programme information from members of the Cast, Production and Creative Teams.
- To assist in the compilation and printing of scripts and programmes,
- To assist in the compilation of Visiting Companies' marketing materials and individual biographies in the lead up to Edinburgh Fringe Festival 2019.
- To assist with the proofing of promotional print/copy when necessary.
- To assist in the compilation of Marketing Packs and Schedules for each production.
- To support the Marketing & Audience Development Officer in monitoring Paines Plough's digital channels (Facebook, Twitter, Instagram).
- To log comments received via Paines Plough's digital channels (Facebook, Twitter, Instagram).
- To feed into content generation for Paines Plough's digital channels (Facebook, Twitter, Instagram).
- Maintain and update website content as and when required.
- To support the Marketing & Audience Development Officer in maintaining and updating MailChimp as and when required.

General

- To attend weekly company meetings.
- To attend company previews, events and press nights as required.
- To be an enthusiastic advocate of Paines Plough and have a thorough understanding of the company's mission, vision and aims.

- To work with Paines Plough's core staff in all pastoral aspects of production and day to day running of the company.

PERSON SPECIFICATION

Candidates need to possess the following attributes/skills to be considered for the position of Marketing Placement:

Essential knowledge, skills and experience*

- A demonstrable interest in pursuing a career in theatre producing and/or marketing.
- An enthusiasm for theatre, particularly new writing.
- An ability to work well within a small team.
- Excellent oral and written communication skills.
- A demonstrable engagement with social media and digital platforms including but not limited to Facebook, Twitter, YouTube and Instagram.
- An ability to prioritise a wide variety of tasks and work to tight deadlines.
- Excellent accuracy and attention to detail.
- A capacity to operate and understand IT packages and databases (affinity with Microsoft Word, Excel, Outlook, PowerPoint).

*Please note we can only accept applications from students in full time or part time education.

Desirable knowledge, skills and experience

- Experience of working in the arts.
- An awareness of the current theatrical landscape in the UK.
- An awareness of the marketing practices and processes.
- Experience of editing digital platforms.