

# Job Description

<b>JOB TITLE:</b>	Operations and Marketing Coordinator
<b>RESPONSIBLE TO:</b>	Head of Operations
<b>WORKS CLOSELY WITH:</b>	CEO Creative Outreach & Inclusion Teachers and assistants Duty Managers Students and families Agency

## ABOUT YATI

YATI (Young Actors Theatre Islington) dramatically changes young people's lives. We use the performing arts to instil confidence, creativity, and resilience in children and young people from all walks of life, improving life chances and good mental health.

We achieve this by offering over 60 hours of performing arts classes every week during term-time, and holiday courses that give our young people the chance to learn and perform. We keep our pricing as affordable as possible and offer full subsidy to those who need us most through our Stage Door programme. We put on high-quality productions and offer regular showcases and scratch nights for our young people to gain on-stage experience. We take our work out into local communities giving more people the chance to experience the positive benefits of drama, and we represent over 200 young people professionally through our Agency, offering vital support right from the start.

## MAIN PURPOSE OF POSITION

As Operations and Marketing Coordinator you will be a key member of YATI's team. Reporting to the Head of Operations, the main responsibilities of this role involve a blend of administrative, operational and marketing duties. Key tasks include supporting with the smooth running of classes and courses, managing space hire bookings, and maintaining the CRM system. The role will require assisting with facilities management, health and safety compliance, and building security and maintenance. Additionally, you will be responsible for working to deliver against the marketing strategy; creating in-house materials, managing social media content, and updating the website.

## KEY RESPONSIBILITIES

### Administration

- Assist the Head of Operations to ensure the efficient, effective operation, delivery and administration of YATI classes and courses.
- Promote and administrate space hire bookings, including viewings and the scheduling of support staff.
- Facilitate good communication across the organisation.
- Act as liaison to teaching staff, duty managers, students and visitors, ensuring that enquiries, operational matters and student welfare issues are communicated appropriately.
- Provide administrative support for our CRM system (Love Admin), leading on maintenance and development.
- Assist with the capture, processing and reporting of student-related data.

- Work with the Head of Operations to ensure organisational compliance with GDPR.
- Oversee course fee payments, ensuring the timely payment of fees in coordination with the duty managers.
- Assist with the organisation for induction and orientation of new students.
- Assist with the organisation for induction and orientation of new staff.
- Assist senior management in the development of additional streams of commercial income.
- To assist with Foundation Course recruitment process, including creating and monitoring application forms, coordinating open days and auditions.
- Support and administrate the Foundation Course alumni programme.
- Monitor and maintain the office petty cash.

### **Facilities Management**

- Assist with the day-to-day maintenance and up-keep of the building.
- Help to oversee the public areas of the building to ensure students and families have a pleasurable experience.
- Assist the head of operations with the delivery of and compliance with Health & Safety across the organisation.
- Assist with opening/closing and security of the building.

### **Marketing**

- Deliver against the marketing strategy, working to promote all avenues of YATI's work and opportunities.
- Create in-house marketing materials, including brochures, posters, adverts, and programmes.
- Produce marketing emails for a range of audiences.
- Create engaging social media content for our channels.
- Update the website.
- Update class and courses listings.
- Import and export data to complete tasks, working within GDPR.

### **Other Duties**

- Any other duties as may be reasonably required.

## **PERSON SPECIFICATION**

### **Experience/Qualities/Skills (E = Essential; D = Desired)**

- Awareness of Health & Safety (D)
- Awareness of GDPR (D)
- Excellent verbal and written communication skills (E)
- Excellent customer service skills (E)
- Experience with CRM databases (D)
- Knowledge of Microsoft Office systems (D)
- Experience of marketing and promotion (E)
- Experience of producing social media content (E)
- Cash handling (D)
- Knowledge of building/facilities operations and maintenance (D)
- Attention to detail (E)
- Ability to multi-task and prioritise workloads (E)
- Adaptability and flexibility (E)
- Interest in the arts and/or education (E)
- Experience of working with young people (D)

## ADDITIONAL INFORMATION

The post holder must at all times carry out their responsibilities with due regard to YATI's policy and commitment to Equal Opportunities, Health and Safety, and General Data Protection Regulation (GDPR), and must abide by any GDPR related policies and procedures.

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as operationally required. The successful candidate will be expected to hold/obtain an enhanced DBS check and must have the right to work in the UK.

## TERMS AND CONDITIONS

**Salary:** £27,000 per annum, pro-rata.

**Contract:** Permanent, part time (0.8 FTE).

**Hours:** 28 hours per week, 9.30am – 5.30pm for four days over Monday-Friday. One hour for lunch is unpaid. Additional hours may be required, as agreed with the post holder and determined by the needs of the business and may involve evenings and weekends.

**Holiday:** 20 days pro-rata plus standard bank holidays. In addition, the YATI office closes for approximately 2 weeks over Christmas and New Year, for which no annual leave is required.

**Notice**

**Period:** 1 month

## APPLICATION PROCESS

The closing date for completed applications is **Sunday 7<sup>th</sup> December at 11.59pm**. Please note that we will be shortlisting throughout the process and may close the vacancy early. First round interviews will be held on Thursday 11<sup>th</sup> December with second round interviews taking place on Monday 15<sup>th</sup> December.

Please apply by email with your CV and a short covering letter stating your interest in, and suitability for the position with reference to the person specification and job description. Your covering letter can also be in the form of video or audio file, if preferred. Please send your application, together with a completed recruitment monitoring form, to [ian.southgate@yati.org.uk](mailto:ian.southgate@yati.org.uk) with *Operations and Marketing Coordinator* in the title.