



# STEP

# SECRET CINEMA

## Secret Cinema

### Marketing Assistant

Location of role: Westminster

Placement hours: 40 hours per week

Working pattern: Mon-Fri 9am-6pm

Placement length: 12 months

Salary: £11.95/hour

### About

**Secret Cinema** has been thrilling audiences for **15 years**, delivering **award winning** and **unmissable experiences**, fusing the world of **cinema and site-specific immersive entertainment**. Audiences get the chance to experience their favourite characters and stories in a whole new way. Titles like **Moulin Rouge!**, **Blade Runner**, **Dirty Dancing** and **Casino Royale** have attracted over **half a million visitors in the past 5 years alone**.

Secret Cinema is part of TodayTix Group and the job is based in our shared office and onsite when a show is in production.

[https://www.secretcinema.com/en\\_GB](https://www.secretcinema.com/en_GB)

## About the role

As part of the STEP programme, Secret Cinema is looking for an **enthusiastic, hardworking** and **proactive** individual to join our **Marketing team** as a **Marketing Assistant**.

This is an exciting entry level role, suitable for candidates passionate about the **media/theatre/event management** space with a strong desire to get stuck in and grow in a fast-paced environment.

The Marketing Assistant will work closely with the **Marketing and Content teams** gaining experience throughout the entire Marketing lifecycle!

### Key Responsibilities

- Assist the marketing team in developing and executing marketing campaigns
- Support the delivery of content for **social media channels, email marketing campaigns, website content, partnership materials**
- Participate in brainstorming sessions and contribute **creative ideas**
- Collaborate with the design team to create **eye-catching marketing assets**
- Conduct **market research** and **competitor** analysis to identify new marketing opportunities and trends
- Support the team by tracking key marketing metrics and KPIs and **updating reports**
- Maintain files and folders, ensuring all content is up to date and accurate
- Liaise with our **Guest Experiences team** to align **customer communications**
- Attend both internal and external marketing meetings, keeping minutes and noting follow up actions for the team
- Support the team on various administrative tasks
- Keep up to date with best practice and trends

## Skills and experience

- A strong ability to work alongside a team, communicating effectively
- Maintaining a calm and professional manner under pressure
- Trustworthy — must be comfortable handling confidential project information
- A highly organised, collaborative, pro-active self-starter

- Excellent written and verbal communication skills with a keen eye for detail
- Experience juggling multiple tasks with varying priorities
- Experience with Microsoft Office required
- A working knowledge of Adobe Suite is a bonus
- Knowledge of social media platforms, email marketing, and basic analytics tools
- A keen interest in pursuing a career in Marketing
- Passionate on all things theatre and immersive!

## About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be;

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest
- We welcome applicants who have been educated outside of the above boroughs but priority will be given to those that have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

## How to apply

Complete our STEP application form by 10am on Friday 29 September), you can upload video or audio responses.

[STEP application form](#)

## For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at [goodgrowthhub@anewdirection.org.uk](mailto:goodgrowthhub@anewdirection.org.uk)

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>

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**A NEW  
DIRECTION**  
We create opportunity

**GOOD  
GROWTH  
HUB**