

# MARKETING CO-ORDINATOR – LABYRINTH, LONDON

## WHAT WE CAN OFFER YOU:

- An exceptional role within a fast growing, fun, progressive company with opportunities to grow & develop, as well as to potentially work internationally in the future
- Company pension
- Birthday day off work
- Online training courses available for free (WSET/ Health & Safety etc)
- Flexibility to progress within the business and move between all of our venues
- Close to local Transport (Bus, Tube, Overground)

## WHO WE ARE:

**LABYRINTH** is the newly formed immersive company from the Creative Directors of Les Enfants Terribles, **Oliver Lansley** and **James Seager**, and the internationally renowned producers **Hunter Arnold** and **Gavin Kalin**. Combining the creative experience of all four company directors, **LABYRINTH** will transport audiences to new, but well-known worlds immersing them through in-depth storytelling, beautifully realised environments and exciting possibilities via its theatre productions, restaurants and bars.

**LABYRINTH** will create, develop and produce a stable of imaginative shows with their launchpad permanent venue being **LABYRINTH Waterloo** underneath Waterloo Station, beginning with the opening of **THE ROSARIUM** restaurant in September and return of Alice's Adventures Underground alongside the **UNDERLAND** bar in November. Much-loved titles will encapsulate the distinctive Les Enfants Terribles' style whilst pushing the immersive genre in totally fresh ground-breaking ways, focusing on engaging audiences deeper into stories than they have ever been before. Visitors will get lost in **LABYRINTH**, with its fantastical worlds, beautiful sets and vivid yet whimsical stories that await to transport.

## WHAT YOU WILL DO:

The Marketing Coordinator will support the Marketing team working alongside the Director of Marketing and Producers to manage the operation of the marketing, social media and PR for Labyrinth including The Rosarium, Underland and Alice's Adventures Underground

### Project/Relationship Management

- Ensure effective communication with all agencies and LAB Exec team is maintained
- Monitor and manage project timeline and activity levels in line with agreed targets set by the Marketing Director
- Organise and attend regular AAU and LAB marketing meetings as required
- Prepare schedules, reports, minutes and suitable documentation, within the context of overseeing the implementation of marketing and PR campaigns by external agencies and to inform and update the LAB Exec team
- Ensure campaign activity is in line with project briefs, deliverables, timescales and budgets as set by the Marketing Director
- Maintain appropriate and efficient internal systems for the smooth running of the marketing department, including action plans/contact lists/progress reports etc

### Social media Planning

- Work in partnership with Marketing Director, external agencies and Producers to develop overarching strategy for organic social content
- Content creation
- Coordinating and overseeing the production of original video and photo content for TikTok, Instagram, Facebook and YouTube (managing external agencies or suppliers) in collaboration with the Marketing Director and Producers
- Work in collaboration with Marketing Director and external partners on ideation and see through activation/execution of content

- Gathering 'on the ground' content for social media including but not limited to OOH media campaigns
- Briefing and management of external creative agencies
- Website development / Digital
- Assist with overseeing tasks related to website development
- Updating and maintenance of website assets as required, including organising and managing content within CMS
- Work in partnership with the Marketing Director and multiple teams and agencies including production and box office to ensure brand is effectively represented across all digital consumer touch points

## **Events**

- Assist with organising PR events, media, and promotional events on behalf of Labyrinth and AAU with Marketing Director, Agencies and the Producers
- Attend events and gather content for social media

## **WHO YOU WILL BE:**

- A solid background of previous experience as a Marketing co-ordinator
- Experience in and/or a strong interest in working in the Live Entertainment Industry
- Positive attitude with high level of motivation, initiative thinking and creativity
- Sense of ownership and pride in your performance and its impact on LABs success
- Good time-management skills
- Strong interpersonal and communication skills
- Attention to detail – excellent copy-writing skills
- Ability to meet deadlines and work comfortably under pressure, managing multiple projects
- Excellent planning and organisational skills

## **HOW TO APPLY**

If this sounds like you please drop us a line telling us why you would like to join the team - send us a quick cover letter (no more than 1 side), examples of you work and a CV to [jobs@thisislabyrinth.com](mailto:jobs@thisislabyrinth.com)