

THE WORLD FAMOUS A PLAY A PIE AND A PINT

Glasgow Lunchtime Theatre Communications Assistant Application Pack

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Further information about the company can be found on our website, playpiepint.com

*A lunchtime institution that has launched careers and
changed the landscape of Scottish theatre.*

- **The Guardian**

Introduction

Thank you for your interest in the post of Communications Assistant with Glasgow Lunchtime Theatre's A Play, A Pie and A Pint. This is a brand-new position at our organisation, and we are looking for an individual who is keen, creative, and versatile to join us on our team.

This is a fixed-term contract for 20 weeks, beginning Monday 17th February 2025 and ending Friday 4th July 2025 inclusive.

The new Communications Assistant will generally work within our office based at Òran Mór in the West End of Glasgow. Office hours are 10am-6pm Monday-Friday, with some Saturday attendance required. The hours of work are for 3 days (21 hours) per week.

This fixed-term 20-week contract is a salaried position at £7,176 (£23,920 pro-rata).

Depending on funding outcomes released at the end of January, and on performance, there may be an opportunity to extend this role beyond its end date.

The new Communications Assistant would ideally be in place by **17th February 2025**. Please indicate your ability to meet that start date within your application, or the date that you would be able to commit to.

Application deadline: **11am on Monday 3rd February 2025**

Interviews will be held on **Thursday 6th February** in Glasgow, and will be held in person with Communications Officer Calum O'Brien, and Producers Sarah Cruickshank and Li Kennedy. We are not in a position to provide financial assistance for travel.

We are committed to an accessible recruitment process within the current capacity of the organisation, and we welcome alternative application formats as well as access documents. Please get in touch at info@playpiepint.com if you have questions about this.

In order to apply, please submit all of the following:

- An up-to-date CV.
- A cover letter of no longer than one side of A4 or video/audio recording of no longer than three minutes, detailing your experience and suitability for the role with reference to the person specification.
- A completed Equal Opportunities Monitoring Form ([provided here](#)).

Please send applications by email only, marked COMMUNICATIONS ASSISTANT APPLICATION to applications@playpiepint.com

If you would like to ask any questions about the post in advance of submitting your application, please email info@playpiepint.com with the subject heading COMMUNICATIONS ASSISTANT ROLE QUERY.

THE
WORLD FAMOUS
A PLAY A PIE AND A PINT

Mission

We serve as the beating heart of new theatre work for Scotland, and while we are small in scale, what we do is big in impact: we are the most prolific producer of new plays in the country, and employ more freelancers than any other Scottish theatre. Six days every week, we present a fifty-minute new play at lunchtime with a small cast, nurturing a culture of new play attending for adults not only in Glasgow, but throughout Scotland. We want our audiences to trust that attending new plays is for them, no matter their relationship to the arts or history of theatre-going, A Play, A Pie and A Pint is truly accessible and has something for everyone.

The outcome is a world premiere every week, incorporating eclectic themes and genres (drama, comedy, mini-musical, thrillers, etc.) and creating a short-form theatrical canon of popular, accessible plays for a diverse range of audiences. Producing this work positions PPP as a home for all theatre-makers, nurturing emerging, current, and future Scottish talent. And as an essential and exciting theatre company, rooted in the West End of Glasgow, reaching out via our network of presenting partners all across the nation.

About the Company

Founded in 2004 by David MacLennan, A Play, a Pie and a Pint produces the most new writing of any theatre in the UK. After running for 20 years, its core principles remain steadfast: to present a new play every week at lunchtime, lasting under an hour and with a pie and a pint included in the price of the ticket.

A Play, a Pie and a Pint produces at least 30 new plays a year across two seasons at Òran Mór in the West End of Glasgow. We regularly work in association with other theatres including The Traverse Theatre, Aberdeen Performing Arts, Macrobert Arts Centre, and Ayr Gaiety, as well as new partners such as Paisley's OneRen, to present our works to a variety of audiences Scotland-wide.

We work with a large number of writers, actors, and directors each season, all with different levels of experience, from well-known actors to first-time playwrights. We operate an open script submission service administered by Playwrights' Studio Scotland, meaning that anyone can submit a script to us to be considered for production. We work as a small core team to deliver a large output of work.

Since beginning as an experiment, the organisation has grown considerably over the past 20 years, and is now widely considered to be an established part of the Scottish theatre industry:

- We have produced debut professional theatre productions by many first-time playwrights including: David Ireland, Daniel Jackson, Denise Mina, Alan Bissett, Gerda Stevenson, Jenny Knotts, Lesley Hart, Lorna Martin, Claire Nicol, Taqi Nazeer, Kim Millar, and David Gerow.
- Many of our plays have gone on to have other lives, e.g. Fringe runs, national tours – or been developed into larger pieces.
- Six of our plays were filmed and broadcast on the BBC for the first time in 2019.
- 'A Play, a Pie and a Pint: Volume One', including six of our plays, was published in an anthology in 2020 by Salamander Street, with 'Volume Two' published in 2024.

- We work regularly with other venues, and new partnerships are always being developed. We anticipate that, by 2025, we will be regularly presenting work across eight local authorities across Scotland.
- The popularity of A Play, a Pie and a Pint has grown steadily, and in the past year we have averaged a daily audience of 150 people.
- We have featured many well-known actors on our stage such as Jonathan Watson, Karen Dunbar, Robbie Coltrane, Blythe Duff, David Hayman, Elaine C. Smith, Sam Heughan, and Bill Paterson, as well as launching the careers of many new performers.
- We work closely with many educational institutions to provide work placement and learning opportunities including the Royal Conservatoire of Scotland, Queen Margaret University, and the University of Glasgow.
- We are a Regularly Funded Organisation through Creative Scotland and recently submitted a Multi-Year Funding application spanning 2025 through 2028. The outcome will be known in January 2025.
- We were recently shortlisted as UK Producer of the Year in the 2024 Stage Awards.

One of the most magical theatre initiatives of the last decade.

- ***The Scotsman***

Job Description

We are looking for a Communications Assistant to join our small and busy team. The new hire will work on campaigns to promote 30 brand new theatrical productions per year and the activity of the company more widely, helping the organisation achieve sales targets and grow and diversify our audience.

This is an exciting opportunity to work across different aspects of arts marketing, communications and audience development, including website management, press relations and email marketing. The Communications Assistant will also be responsible for creating content for A Play, A Pie and A Pint's social media accounts, with the opportunity to use their creativity and initiative to showcase our productions and behind the scenes.

This role would suit a highly motivated individual who can manage a varied workload effectively and would relish the organisation's fast-paced environment and the unique opportunity to work on many different productions.

Key Responsibilities

Social Media

- Create high-quality and engaging content for social media.
- Record, edit, and caption video content, such as Instagram Reels, to promote our wide variety of shows and PPP in general.
- Monitor platforms to reshare relevant posts and respond to any questions via comments.
- Lead on populating and maintaining a content calendar for a consistent schedule of posts.
- Set up digital ads to target specific demographics.
- Use social media analytics to enhance brand visibility and engagement, identifying trends and insights to inform new content.

Website Management

- Update event pages with rehearsal and production photos when ready, and with information such as casting and accessible performances.
- Maintain the website, regularly monitoring to ensure all the pages and information are up to date.
- Support the planned website rebuild where necessary.

Email Marketing

- Create the monthly e-newsletter and direct emails to promote shows and other key events.
- Update the mailing list, adding in opted-in subscribers from our ticketing provider, and remove lapsed subscribers.

Press

- Assist the Communications Officer in devising press campaigns and strategies.
- Liaise with the Communications Officer on any other upcoming press and coverage that should be shared online.
- Update Google Drive with rehearsal and production photography.
- Draft and proof press releases and any other key documentation that will be going out to the media.
- Assist on photoshoots and any filming.

Archiving/Reporting

- Catalogue and upload footage from previous productions onto the main server.
- Organise archival content on the server and share any interesting or timely finds on social media.

General

- Liaise with Òran Mór, co-presenters, and other stakeholders, sharing photos and useful assets to support promotion of PPP.
- Create signage for shows, such as casting information and content warnings.
- Produce and proof additional print, such as show programmes and season brochures.

- Support the Communications Officer and Producer/s in exploring and developing new audiences.
- Assist in design and brand development as part of the organisation's planned rebrand.
- Deputising for the Communications Officer in their absence.
- Attend team meetings every week and collaborate with all team members to the benefit of the organisation.
- Any other reasonable duties as requested by the Communications Officer, Producer/s, or Artistic Director.

Person specification

Skills & Experience

- Practical experience in marketing and communications, preferably within the arts.
- Highly motivated team player with excellent interpersonal and written communication skills.
- Comprehensive numeracy and analytical skills.
- Proven ability to create and edit engaging social media content (posts, story content, short-length videos).
- Knowledge and natural flair for identifying and capitalising on current trends across social media platforms.
- Experience using Canva and Adobe Suite (Photoshop, Illustrator, InDesign) **(desirable)**.
- Experience of using WordPress **(desirable)**.
- Knowledge of best accessibility practices **(desirable)**.

Equal Opportunities

The aim of this policy is to communicate Glasgow Lunchtime Theatre's commitment to the promotion of equality of opportunity within the organisation's policies and practises.

It is our policy to provide employment equality to all, irrespective of:

- Gender, including gender reassignment
- Marital or civil partnership status
- Having or not having dependents
- Religious belief or political opinion
- Sex
- Race (including colour, nationality, ethnic or national origins)
- Disability
- Sexual orientation
- Age
- Social or economic background

This includes the permanent staff of Glasgow Lunchtime Theatre, the Board of Directors, groups, or companies employed by, or collaborating with Glasgow Lunchtime Theatre. This policy covers all areas of the company's work including management, employment, policies, terms and conditions of service, marketing and publicity and any contact with the public.

This policy, in accordance with equal opportunities legislation, will ensure that every employee and collaborator, potential or actual, and all members of the public that have contact with Glasgow Lunchtime Theatre, will be regarded and treated as an individual.

Glasgow Lunchtime Theatre is committed to:

- Promoting equality of opportunity for all persons
- Promoting a good and harmonious working environment in which all persons are treated with respect
- Preventing occurrences of unlawful direct discrimination, indirect discrimination, harassment, and victimisation
- Fulfilling all legal obligations under the equality legislation and associated codes of practice
- Complying with our own equal opportunities policy
- Regarding all breaches of equal opportunities policy as misconduct which could lead to disciplinary proceedings

As a theatre company, Glasgow Lunchtime Theatre aims to always produce and stage work in buildings or settings accessible to all.

All permanent positions will be advertised. All documentation relating to permanent positions within Glasgow Lunchtime Theatre, including Job Description and Person Specification, will be completed before the post is advertised.

Any person who feels they have not been treated equally as an employee or potential employee of Glasgow Lunchtime Theatre should inform the Board of Directors of their complaint, who will investigate the matter.

Glasgow Lunchtime Theatre is committed to this policy as a company, but also as a group of individuals who will personally ensure that this policy is implemented in all areas of our work.