

Creative Marketing & Admin Internship (Neurodivergent Young Person age 18-25/Early Career creative) - *Three* (New R&D)

If you require this in another format (including video), please visit our *Three* Show page here: <https://smokingapplestheatre.com/show/three-rd/>

About the Internship:

Smoking Apples Theatre Company (*Kinder, Flux, In Our Hands, CELL*) are seeking a neurodivergent young adult age 18-25, or early career creative (3 years experience or less), to join us for a Creative Marketing & Admin Internship whilst we work on the R&D of our brand new show, *Three*. The show will be inspired by the real-life stories and intrinsic relationships between grandparents and grandchildren including isolation, loneliness, wisdom and familial ties, pertinent in the wake of the pandemic where separation has become everyday and many older people have become a lost generation.

This will be our first show combining mask and puppetry, for ages 12+ with an aim to reach older people 65+. *Three* will explore diverse British culture and heritage to bring three different stories of grandparents and grandchildren to life. Although an R&D at this stage, the show will tour the UK in 2024 to theatres, nursing homes and community centres and we would like to create marketing material for its future life.

This is an exciting time to be supporting Smoking Apples as you will attain experience in marketing a production from start to finish. You will gain experience in: proof reading, copy writing, content generation, targeting audiences, using InDesign or Photoshop, editing a website, briefing designers, creating a marketing pack and social media marketing. As well as the work experience and training specific to your placement (see below), there will be opportunities to participate in company-wide training, such as:

- Office skills and time management
- Budgets and accounting
- Tour-booking



- Networking
- Fundraising and application writing
- Create design briefs
- Audience engagement

The R&D will take place from January to March 2022 and this internship would be equivalent to 10 days work, 1 day per week for 10 weeks.

FEE: £1,000 for 10 days, equivalent to £100 per day

Travel and Accommodation away from home will be provided.

Who else is involved?

Our partners on this project are as follows:

- The Garage, Norwich
- The Marlowe, Canterbury
- Applause Touring
- Vamos Theatre

This project has been funded by Arts Council England.

Covid Safety:

The safety of our cast and creatives is a priority and with all rehearsals, we will ensure that we adhere to a strict Covid-safe practice, adhering to the government guidelines as a minimum.

Job role:

Digital Marketing:

- With Smoking Apples, create and execute show marketing campaigns that effectively and meaningfully engage audiences and meet financial targets, and assist in finding

new ways of implementing marketing strategies across digital channels.



- Support the delivery of content creation activity, including arranging logistics for Vox pops, and podcast recordings.
- Assist in managing social media content across all channels to ensure Smoking Apples is connecting with its audiences and engaging new ones.

Audience Development

- Using InDesign, assist in the creation of Marketing and Education packs for tour partners.
- Assist in collating statistics and qualitative information for reporting through Analytics and Feedback forms.

Monitoring & Evaluation

- Keep digital metrics up to date and ensure these are appropriately recorded for reporting.
- Record sales and share these with the company.
- Maintain all relevant brand and marketing guidelines and assets such as logos, credit lines, press and pull quotes.
- Compile and save all press and audience feedback from social media and in person.

General

- Attend internal meetings as required.
- Be an enthusiastic advocate of Smoking Apples and have a thorough understanding of the company's mission, vision and aims.
- Uphold and implement Smoking Apples policies as per the Staff Handbook, including but not limited to equal opportunities and health and safety.

What we are looking for:

- An enthusiasm for theatre, particularly puppetry
- A friendly and welcoming attitude and willingness to learn



- A passion for and engagement with social media and digital platforms including but not limited to Facebook, Twitter, YouTube, Instagram, and TikTok
- Excellent interpersonal and communication skills, both verbal and written
- Excellent punctuality and good attention to detail
- A capacity to operate and understand IT packages and databases (affinity with Microsoft Word, Excel, Outlook, PowerPoint)

To Apply:

Please either email a CV and covering letter, max. 500 words or a 3 min video, to Hattie Thomas – hattie@smokingapplestheatre.com

If you'd like to send a video file, please use WeTransfer: <https://wetransfer.com>

WeTransfer is a free file sharing site that you can upload to, directly from your phone or computer.

DEADLINE for applications: 9th January 2023 - 9am

We regret that we cannot invite everyone to interview but all applicants will be informed either way, no later than 10th January 2023

If you have any questions regarding the application, please contact hattie@smokingapplestheatre.com

Interviews:

Interviews will take place either in person in London or on Zoom on **12th January**

2023. This position has been supported using public funding by Arts Council England.

We look forward to hearing from you.



About Smoking Apples:

Smoking Apples are an award winning puppetry and visual theatre company that work with complex subject matter. Our work includes indoor touring shows, outdoor and large scale work and outreach/educational projects, previous indoor work has included *CELL*, a story about one man's final adventure when he finds out he has Motor Neurone Disease, *In Our Hands*, a show about a trawler fisherman fighting to save his career and *Flux*, a story about a female nuclear physicist. Most recently, we have created *Kinder*, inspired by the Czech Kindertransport, which premiered in 2022 and is due to tour in 2023. Our outdoor work and education/outreach strands have also seen us travel the UK and abroad, working with some fantastic partners. These include Applause Rural Touring (*Arbor the Tree* and *Buzz*) and the Little Angel Theatre, where we run Spectrum Youth Theatre.

Artistic & Innovation

Smoking Apples strives to develop and deliver innovative puppetry and visual theatre, workshops and design services of the highest quality to people and places. Working with complex subject matter we make visually stunning, enjoyable theatre that holds audiences and artists at the heart of our work.

Puppetry

Smoking Apples continues to strive to develop and bring awareness to Puppetry practices across the arts sector worldwide. We are committed to pushing the boundaries of puppetry and visual theatre, as an art form of the highest quality in it's own right. We offer puppetry training pathways through workshops, creative roles and internships, sharing our experience with the next generation of theatre makers, feeding into the talent pipeline of the sector.

Diversity & Inclusion

Smoking Apples aims to treat all individuals with respect and to approach each other and those we work with in an inclusive and non-judgemental manner. We are committed to exploring new modes and ways of working that prioritise kindness, well being, positive



mental health and a safe working environment, as pillars of our organisation. We actively champion neuro-inclusion, celebrating the diversity and creative excellence of all artists.

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