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THEATRE & ARTS CENTRE

**Marketing Assistant
Recruitment Pack
October 2025**

www.eastgatearts.com

Eastgate Theatre & Arts Centre,
Peebles, EH45 8AD

1. Welcome from the Executive & Creative Director

Thank you for your interest in working with Eastgate Theatre & Arts Centre.

This is an exciting time for our organisation. As we continue to grow our artistic and participatory programmes, build new partnerships, and invest in our digital presence, we're preparing to launch a new website and box office system that will transform the way audiences connect with us.

We're seeking a Marketing Assistant to join our team on a part-time, fixed-term basis to support this busy and important period. Working closely with our Marketing & Communications Manager, you'll help us deliver engaging campaigns, manage digital content, and keep audiences informed and inspired throughout this transition.

If you're creative, organised, and passionate about connecting people with the arts, we'd love to hear from you.

Warm wishes,



Fraser Morrison
Executive & Creative Director



Young Participant of Rhythm Kids



Dance for Parkinsons



Helen Mort as part of Wild Writers Festival



Dance Participants

2. About Eastgate Theatre & Arts Centre

Eastgate Theatre & Arts Centre is a vibrant, multi-purpose cultural hub based in Peebles, at the heart of the Scottish Borders. Since opening in 2004, the Eastgate has grown into one of the region's most valued cultural assets — a place where creativity is nurtured, stories are shared, and communities come together.

The Eastgate presents a diverse, year-round programme of live performance, cinema, and participatory activity. We host theatre, music, dance, comedy, literature, film and visual art, and serve audiences of all ages and backgrounds across Tweeddale and the wider Scottish Borders. With a welcoming café, gallery space, studio and performance auditorium, the Eastgate is a social and creative gathering place as much as a venue.

Each year we programme over 300 performances, events, and workshops — welcoming more than 30,000 visits from audience members, participants, artists and visitors.

We also play a vital civic role in Peebles, providing space for rehearsals, community groups, schools engagement and youth theatre, as well as offering hire opportunities for local businesses, choirs, music schools and more.

In Autumn 2024, Eastgate Theatre entered a new phase under the leadership of Executive & Creative Director Fraser Morrison. With renewed purpose and ambition, the theatre is now pursuing a more integrated and inclusive artistic vision. This includes:

- Developing original in-house work, beginning with the launch of Borders to Broadway in April 2025
- Expanding festival programming, including Wild Writers, Back to Nature, Peebles Jazz Weekend, and Inspiring Life.
- Strengthening cinema and event cinema, with a growing audience for independent film, NT Live, Royal Opera House and art documentaries
- Deepening our participatory offer, with a focus on access, wellbeing, and social impact

As a registered charity, Eastgate is governed by a Board of Trustees and powered by a small but dedicated core staff team, supported by volunteers, artists, and freelancers. Our funding model includes earned income, public subsidy, charitable grants and individual donations. As with many arts organisations, the current funding landscape presents challenges — but also opportunities for innovation and growth.

The Eastgate is now focused on becoming more resilient, more rooted in our community, and more confident in our role as a catalyst for creativity and cultural life in rural Scotland.



Peebles Players



Eastgate Auditorium

3. Our Mission, Vision & Values

Our Mission

Eastgate Theatre & Arts Centre provides vibrant, accessible, and diverse artistic experiences for all ages that inspire creativity and foster community connections. We empower individuals to engage actively in the arts through performances, engagement programmes, and collaborations, enriching the cultural life of the Scottish Borders and making the arts a vital part of our community.

Our Vision

Eastgate Theatre & Arts Centre will be a place that Inspires individuals and communities, Engages people in the arts in the broadest sense, and drives meaningful Change—changing minds, broadening perspectives, and transforming outcomes. We aspire to be a creative hub for the whole of the Scottish Borders and beyond, setting the standard for inclusive, innovative, and participatory artistic experiences, and becoming a centre for cultural enrichment and social impact for generations to come.

Our Values

Engagement: We are dedicated to actively connecting with individuals and communities across the Scottish Borders and beyond, using the arts as a tool to bring people together, foster understanding, and create meaningful connections.

Excellence: We are committed to achieving the highest standards in all our artistic work, striving to provide enriching and inspiring experiences that elevate creativity in our community.

Inclusivity: We value diversity in all its forms and are committed to creating an inclusive environment where everyone feels welcome and has the opportunity to participate and express themselves through the arts.

Creativity: We champion new ideas and creative approaches, embracing innovation in our programming, operations, and partnerships to keep the arts vibrant and relevant.

Collaboration: We believe in the power of partnership, working collaboratively with artists, audiences, and other organisations to enhance our impact and deliver dynamic, shared artistic experiences.



Wild Writers Festival Audience 2025



KT Tunstall

4. About The Role

Job Title: Marketing Assistant

Contract Duration: Fixed Term to March 2026 (with the possibility of extension, subject to funding)

Time Commitment: 2 days per week

Salary: £12.60 (Real Living Wage)

Location: Eastgate Theatre, Peebles

Reports to: Marketing & Communications Manager

This role will provide vital hands-on marketing support during a key period of organisational change, as Eastgate Theatre undertakes a major website redevelopment and box office migration.

The Marketing Assistant will help ensure continuity of audience communication and engagement, supporting the Marketing & Communications Manager with the delivery of campaigns, social media activity, and content updates, enabling the team to maintain and grow audiences during this transition.

5. Key Responsibilities

Digital Marketing & Communications

- Schedule and publish content across the Eastgate's social media platforms, ensuring consistent and engaging messaging.
- Support the creation and delivery of targeted email campaigns and newsletters through the theatre's CRM.
- Assist with paid advertising campaigns (particularly Meta Ads), including monitoring performance and supporting campaign reporting.
- Upload and update event listings, images, and copy across the website (pre- and post-relaunch).

Marketing & Audience Engagement

- Support the distribution of promotional materials both digitally and physically (e.g. posters, flyers).
- Assist in monitoring and responding to customer engagement on digital channels in line with organisational tone of voice.
- Support the delivery of marketing campaigns to drive ticket sales, donations and participation in classes and events.
- Help maintain the theatre's digital asset bank, including images and video.

Administrative & Project Support

- Maintain accurate campaign schedules and assist with reporting and analytics.
- Contribute to content gathering for marketing purposes, including short interviews, testimonials or behind-the-scenes stories.
- Provide administrative support to the Marketing & Communications Manager as required.

6. Person Specification

Essential:

- Strong organisational and time management skills
- Confident communicator with good written and verbal skills
- Ability to work independently and as part of a team
- Experience using social media platforms and scheduling tools
- Accuracy and attention to detail
- Interest in theatre, arts or live events

Desirable:

- Experience in arts or cultural marketing
- Familiarity with Spektrix or other CRM/box office platforms
- Basic design/editing skills (e.g. Canva, Photoshop, video editing apps)
- Knowledge of Meta Ads or Google Ads
- Experience with email marketing (e.g. Mailchimp or Dotdigital)

7. How to Apply

Please email the following to fraser@eastgatearts.com by **Monday 10th November at 10am:**

- Your CV (maximum 2 pages)
- A short covering note (maximum 1 page) outlining your experience and what you would bring to the role

If you have any questions or would like an informal discussion before applying, please contact Executive & Creative Director, Fraser Morrison on fraser@eastgatearts.com

Interviews will take place week commencing 17th November. We aim to appoint promptly, with work beginning as soon as practical for the appointed candidate.

8. Equal Opportunities

Eastgate Theatre & Arts Centre is committed to creating a diverse and inclusive working environment. We actively encourage applications from individuals of all backgrounds and identities, particularly those who are underrepresented in the arts and fundraising sectors.

If you require this information in an alternative format, or if you have access needs during the application process, please let us know.