



ONLINE MARKETING INTERNSHIP

REF NO 1078

About us

We are a ticketing company specialising in theatre tickets. Our product portfolio features tickets for the whole of London's West End theatres including tactical promotional rates and innovative packages, plus attractions, river cruises, sightseeing tours and restaurants. We have also recently acquired a gigs ticketing company, enabling us to sell rock and pop tickets.

We sell our products through a variety of channels. These include providing theatre tickets to trade clients, including airlines and tour operators from around the world as well as coach operators, group organisers and hotel groups in the UK. In addition, we provide clients with white label websites, in order for them to sell theatre tickets to their customers in addition to their core products.

The internship would be in the Digital Marketing team. This team is focused on our B2C websites. We sell theatre tickets to customers directly through these sites.

Number of employees

150 (8 within the Digital team)

Tasks

- **Email marketing support** – including briefing emails, reviewing content for marketing emails, setting up and testing emails in our email platform, reviewing the results.
- **Website support** – including updating content, merchandising with the help of Google Analytics, create and maintain landing pages across all brands including our Theatre Breaks sites.
- **Social media support** – Help to maintain social media calendar, internet research and idea creation for posts, deploy/schedule social media posts across Twitter, Facebook and Instagram
- **Video/Image support** – Edit videos and images for our website and Vimeo channels and create banners.
- **Admin tasks** – including updating the database, work in spreadsheets.
- **Ad-hoc tasks**

Skills needed

- Analytical skills
- Creativity

PRAKTIKUM IN LONDON



- People and team-working skills
- Good grasp of technology, with ability to pick things up quickly
- Excellent written English
- Good understanding of Microsoft Office, including Excel and Word
- Social media awareness
- Good eye for detail

Skills to be acquired

- Email marketing, including how to use an email broadcast platform, the creation of HTML emails, Google Analytics tracking and email marketing metrics, and how to interpret them.
- Social media – understanding how Facebook, Twitter and Instagram are used in a business context, how to schedule and track posts.
- Website – use of a content management system, how content and links affect Google rankings.
- Understanding of the workings of a digital marketing department, and how marketing activity has a commercial impact on the company's bottom line.
- Understanding of the theatre industry

Duration of the internship

Ideally available for 2-3 months

Office languages

English

Location

London

Financial support

Reimburse travel expenses up to cost of Zone 1-6 Travelcard.

Office hours

Monday-Friday 9am – 5:30pm (1 hour lunch break)