

Job Description: Marketing & Social Media Assistant – work placement

Hours: 25 hours per week

Reports to: Communications Director

Direct Reports: None

Principle tasks:

Strategic:

Support the marketing & communications team to deliver clear, concise, marketing, communications and advocacy strategy for the organisation to position it as an National Center and leading producer of outdoor arts and circus.

Projects:

Support the Communications Director to ensure that all programmes have workable marketing and communication plans that align with the overall communications strategy.

Support the marketing campaigns for major events and projects, including 2021 Out There International Festival of Circus & Street Arts .

Operational: Marketing and Communication

Provide marketing, social media and administrative support to the marketing & communications team as directed, including:

Assist with the distribution of publicity material utilising volunteers and paid-for channels.

Assist with social media activity for the organisation - compiling material for updating website and social media platforms, ensuring content is accurate, current and relevant.

Assist in development of new organization website and data management systems.

Liaise with external designers, suppliers and media as directed.

Assist with press monitoring for the organisation – sourcing/collating press clippings etc.

Liaise with artists to obtain marketing materials, arrange publicity opportunities, etc.

Data entry - develop, update and maintain Out There Arts' contact databases.

Continual Professional Development and Training:

Informal mentoring provided in an 'on the job' basis.

External training opportunities will be assessed by the Communications Director and provided where appropriate.

Out There Arts

Person Specification	Marketing & Social Media Assistant Intern	Essential/Desirable
Qualifications	GCSE level or equivalent (Grade C) in English and Maths	Essential
	Qualified to 'A' level or above or equivalent	Desirable
	Degree or equivalent in related subject	Desirable
Knowledge and Interests	Knowledge of or interest in the arts	Essential
Skills	Good communication skills	Essential

	Self-motivated, good planning, time management and organisational skills	Essential
	Good level of IT skills especially in including MS Word, MS Excel and use of e-mail and internet.	Essential
	Experience in using graphic design software, particularly Photoshop, Illustrator	Desirable
Abilities	Ability to work with a wide range of people and as part of a team.	Essential
	Ability to manage own work programme	Essential
	Ability to work under pressure and prioritise	Essential
	Self-motivated, can do attitude	Essential
	Ability and willingness to learn new skills	Essential
	Ability to take instruction as well as to use your own initiative	Essential
Conditions	A willingness to occasionally work outside of normal office hours and at weekends	Desirable