



JOB DESCRIPTION

JOB TITLE:	Marketing Assistant	REFERENCE:	MA0519
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OVERALL PURPOSE OF THE ROLE:

To help drive the marketing for the Brewery's programme of performance, participation, Creative Learning, fundraising, events, cinema, and food and drink offer. To lead on all digital aspects of the Brewery's marketing output, particularly social media.

MAIN TASKS

The role holder will be required to:

General Marketing

- Assist the Marketing team in delivery of marketing across all departments.
- Play a hands-on, proactive role within the Marketing team and assist the Marketing & Communications Manager with the Brewery's digital marketing output, collating content for and producing regular e-newsletters and e-shots.
- Ensure the Brewery website is up-to-date and regularly refreshed, including adding events, activities and news accurately and within strict deadlines.
- Take a lead on the Brewery's social media accounts, including Facebook advertising; stay up to date with the latest trends and report back to the department.
- Liaise with an external agency to ensure maximum return on Google AdWords advertising.
- Ensure all site promotional print is up to date and scheduled, liaising with external agencies and companies where appropriate.
- Monitor and collate press coverage.

Marketing – Catering

- Act as lead marketing contact for the Brewery's Vats Bar and Intro Café.
- Liaise with the General Manager and Marketing team on the generation of marketing materials, press releases and print, working with the Brewery's in-house designer or external agencies.
- Provide regular and evolving content on the Brewery website and social media.

Marketing – Brewery Cinema

- Work with the Film Co-ordinator Assistant on marketing for the Brewery's mainstream and specialist film offer.
- In conjunction with the Film Co-ordinator and Film Co-ordinator Assistant, use the Brewery's e-marketing system and box office database to promote the cinema to existing customers.
- Assist with research to help identify and develop new audiences

Marketing & Research – Fundraising

- Work with the Marketing & Communications Manager to ensure the advocacy and fundraising sections on the Brewery website are kept up to date and promoted via social media platforms.
- Assist the Marketing & Communications Manager in the implementation of marketing strategies for Brewery fundraising campaigns and membership scheme.

- Use the Brewery's box office system and Audience Finder statistics to identify new fundraising opportunities.

Audience Research

- With the Marketing & Communications Manager, use box office data and Audience Agency research to provide information on the Brewery's audience composition and trends.
- Devise innovative ways in presenting this information to the Brewery programming, marketing and fundraising teams to help inform their work.

Everything we do should have the overall aim of ensuring the Brewery's Vision, Mission and Values are achieved.

This list is not exhaustive. The organisation is changing all the time and therefore may amend your duties. There may also be occasions where you are required to undertake additional tasks as necessary to meet the needs of the business.

PERSON SPECIFICATION

JOB TITLE:	Marketing Assistant
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QUALIFICATIONS & WORK EXPERIENCE	
Essential	Desirable
<ul style="list-style-type: none"> • Relevant qualification in Marketing/Communications or 2 years' experience of working in a similar role 	<ul style="list-style-type: none"> • Experience of working in marketing in an arts environment • Experience of working with Spektrix or similar CRM systems
SKILLS	
Essential	Desirable
<ul style="list-style-type: none"> • Experience of website content management systems • Excellent communication skills (verbal and written) including copy writing • Excellent telephone manner • Excellent organisational skills • Strong computer skills, competent in the use of Microsoft Office Word, Excel and Outlook • High levels of accuracy • Experience managing multiple social media platforms such as Facebook, Twitter and Instagram 	<ul style="list-style-type: none"> • Previous experience of conducting audience research • Running digital advertising campaigns e.g. Google AdWords • Analysing customer/sales data
PERSONAL QUALITIES	
Essential	Desirable
<ul style="list-style-type: none"> • Ability to work well on own initiative and as part of a team • Ability to work under pressure, multi-task, work to strict deadlines and complete tasks sometimes with conflicting demands • Ability to maintain high levels of enthusiasm and reacting to fluctuations in demands. • A keen eye for detail • An interest in the arts and/or film/hospitality. • Commitment to personal and professional development with a willingness to learn new skills. 	
OTHER REQUIREMENTS	
Essential	Desirable
<ul style="list-style-type: none"> • None 	

TERMS & CONDITIONS

JOB TITLE:	Marketing Officer
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Contract:	Permanent
Pay:	£17,638.40
Hours:	40 hours per week No overtime is payable. TOIL will be accrued if more than 40hrs worked in a week – to be taken in agreement with your Line Manager.
Holiday Entitlement:	Permanent - 6 weeks' holiday per annum, rising to 7 weeks after 3 years' continuous service Entitlement is inclusive of fixed days (currently Christmas Day, New Year's Day and another date in January to be announced each year). Other bank holidays are considered normal working days; therefore, they are not in addition to annual leave entitlement
Pension:	The Company operates a pension plan in compliance with the employer pension duties under the Pensions Act 2008. Depending on your age and earnings, you may automatically be entered into the Group Personal Pension Plan and contributions are matched by the company in line with the regulations.
Discretionary Benefits:	<ul style="list-style-type: none"> • Complimentary tickets for events and cinema for staff + one can be requested (conditions apply and if the event sells out complimentary tickets are not available). • Discount on food in our catering outlets for staff + one. • A parking permit is given to staff to be used while at work.
Age Limitation:	N/A
Reports to:	Marketing & Communications Manager
Responsible for:	N/A
Notice Period:	4 weeks
Union:	The Broadcasting, Entertainment, Cinematograph & Theatre Union (BECTU) is recognised for collective bargaining purposes at the Brewery Arts Centre. All employees are recommended (whilst not required) to join the union to enjoy the many benefits including representation in collective bargaining on workplace issues such as pay, terms and conditions, health and safety and representation in any disciplinary or grievance procedures.