

Marketing Assistant Job Description

Post Title:	Marketing Assistant
Hours:	4 days p/ week (occasional evenings/ weekends as required)
Salary:	£14,829
Holiday:	25 days p/yr including bank holidays
Base:	Norden Farm Centre for the Arts, Maidenhead
Reporting to:	Digital Marketing Manager

Job Summary

The Marketing Assistant will play a key role in communication between Norden Farm and its visitors. They will deliver marketing activity in conjunction with the Digital Marketing Manager and Marketing Manager, working on e-marketing campaigns, website updates, direct mail campaigns, press relations, publicity and PR, print design and distribution, special promotions and other ad hoc activities.

Key Responsibilities

Marketing:

1. To maintain and update the Norden Farm website including loading copy, images, reviews, links and class information sheets, updating issuu with online brochures.
2. To maintain and update Norden Farm's social media platforms, continuing to develop the venue's online presence.
3. To execute a programme of e-flyers, including the weekly What's On listing, using Dotmailer, to Norden Farm members, individual supporters, subscribers and previous customers.
4. To co-ordinate a distribution and publicity programme, including developing distribution lists for publicity and printed material, researching target groups, arranging school bookbag drops and maintaining town centre posterboards + Assist with distribution of physical print in the building and local area.
5. To design in-house print using Photoshop and Canva.

6. To research and participate in town centre PR activities including roadshows, Christmas Light Switch On and other ad hoc events.
7. To co-ordinate and oversee marketing volunteers.

General:

8. To share responsibility in the day to day running of the office including answering the telephone, taking messages and dealing with enquiries.
9. Carry out his/her duties with due regard to the Norden Farm Centre Trust Equal Opportunities Policy and Health & Safety Policy.
10. To undertake any other marketing activities as may be required by the Digital Marketing Manager.

Person Specification

Essential

Candidates must be able to demonstrate:

- Good organisational skills and ability to prioritise and meet deadlines
- Creative writing ability
- Attention to detail
- Experience of using social media
- Ability to problem solve and think laterally
- A genuine passion for the arts
- Excellent verbal and written communication skills, with an eye for detail
- Ability to present information effectively in documents and displays
- A good level of computer literacy (although training on specific software programmes can be arranged)
- Ability to work unsupervised and as part of a team
- Excellent customer service skills
- Enthusiasm and drive to improve skills and experience

Desirable

- One year's experience in a marketing environment
- Design experience
- Willingness to develop creative, innovative ideas utilising new media for distribution
- Experience of creative writing
- Experience of using Photoshop
- Experience of using Spektrix or similar arts marketing software/databases
- Knowledge of current arts scene
- Full driving licence and own means of transport

Benefits

- Complimentary tickets for performances and films, subject to availability and agent ticket policy
- Discount on meals and drinks in the Norden Farm Café Bar
- Free on site parking
- Stakeholder pension scheme