



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Marketing Assistant	<b>REFERENCE:</b>	MA0924
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### **OVERALL PURPOSE OF THE ROLE:**

To assist with marketing and to support the marketing team at Brewery Arts.

### **MAIN TASKS**

**The role holder is required to:**

1. Provide daily assistance to the Head of Marketing and Marketing Coordinator in the delivery of marketing for Brewery Arts.
2. Create engaging written content for marketing campaigns.
3. Assist with creating digital content for marketing campaigns.
4. Assist with keeping the website up-to-date and regularly refreshed, including adding events, activities, and news accurately and within deadlines.
5. Assist with social media updates across Instagram, X and Facebook.
6. Assist with the production of regular e-newsletters and news items.
7. Assist with administration within the marketing department.
8. Assist with ensuring all promotional print is up to date and scheduled and presented in the venue and in external sites.
9. Monitor and collate press coverage.
10. Attend Brewery Arts events, to carry out live social media updates and artist interviews.
11. Work in accordance with all company policies including Data Protection, Equality & Diversity and Health & Safety.

***This list is not exhaustive. The organisation is evolving 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

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We welcome and encourage applications from anyone who can demonstrate how they meet the criteria for the role. We especially welcome and encourage applications from people with backgrounds currently underrepresented in our organisation, particularly people who are Black or Brown, LGBTQ+, disabled. If you would like the selection panel to know you are from a background currently underrepresented at Brewery Arts, please tell us in your Personal Statement in the Job Application Form.

<b>QUALIFICATIONS &amp; WORK EXPERIENCE</b>	
• Experience of working in a marketing role	• Essential
• Experience of working in an arts environment	• Desirable
<b>SKILLS</b>	
• Experience of website content management systems	• Essential
• Good communication skills (verbal and written) including copy writing	• Essential
• Good organisational skills	• Essential
• Strong IT skills in the use of Microsoft Office Word, Excel and Outlook	• Essential
• High levels of accuracy	• Essential
• Good skills across social media platforms, Facebook, X and Instagram	• Essential
• Content creation through photography and video	• Desirable
• Editing skills for photography and video editing	• Desirable
• Working knowledge of Adobe Creative Suite	• Desirable
• Running digital advertising campaigns e.g. Meta Ads	• Desirable
<b>PERSONAL QUALITIES</b>	
• Ability to work well on own initiative and as part of a team	• Essential
• Ability to multi-task and work to deadlines	• Essential
• Flexibility and availability to work some evenings and weekends	• Essential
• A keen eye for detail	• Essential
• A strong interest in the Brewery Arts programme	• Essential
• Commitment to personal and professional development with a willingness to learn new skills	• Essential
<b>OTHER REQUIREMENTS</b>	
• None	• N/A

# TERMS & CONDITIONS

<b>JOB TITLE:</b>	Marketing Assistant
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<b>Contract:</b>	Permanent
<b>Pay:</b>	£24,294 per annum
<b>Hours:</b>	40 hours per week (excluding lunch breaks) Occasional evenings and weekends essential No overtime is payable. TOIL will be accrued if more than contracted hours worked in a week.
<b>Holiday Entitlement:</b>	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
<b>Pension:</b>	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.
<b>Discretionary Benefits:</b>	<ul style="list-style-type: none"> <li>• 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).</li> <li>• Discount on food in our catering outlets for staff + one.</li> <li>• A parking permit is given to staff to be used while at work.</li> </ul>
<b>Age Limitation:</b>	N/A
<b>Reports to:</b>	Head of Marketing
<b>Responsible for:</b>	N/A
<b>Notice Period:</b>	4 weeks
<b>Union:</b>	An agreement governing pay and terms and conditions of employment exists between the Kendal Brewery Arts Centre Trust Ltd and the Broadcasting, Entertainment, Communications and Theatre Union, and provides for the settlement of disputes between workers and management. One of its provisions is the agreement by management to recommend non-union members to join.