awen

Ymddiriedolaeth
Ddiwylliannol
Cultural Trust

Job Outline

Job Title:
Marketing and Communications Assistant

Basis:
Part Time – 22.5 hours per week

Salary:
£15,854 per annum

Status:
Permanent

Base:
Y Muni, Pontypridd

Accountable to:
Marketing and Audience Development Manager

Accountable for:
N/A

Your Role:

This part-time role will support the marketing and communications activities primarily related to Y Muni. You will need to demonstrate excellent content creation skills, a good understanding and experience of using digital and traditional marketing activities, including all social media platforms, and be able to prioritise your workload effectively. Days and times of work will be discussed at interview stage.

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In this role, you will:

- Support the Marketing and Audience Development Manager with the implementation of the marketing plan for Y Muni, ensuring brand consistency and a commitment to Welsh language across all marketing and communications channels used.
- Source and create engaging and relevant content for Y Muni's (and other Awen venues/locations as required) website and social media platforms, including blogs, posts and videos, and coordinating pay-per-click advertising campaigns, with supervision
- Work with Awen's in-house graphic designer and external printers, photographers, videographers and other suppliers to ensure all marketing collateral produced is delivered on time, within budget and is fit for purpose.
- Develop an in-depth knowledge of our box office system's (Spektrix) capabilities to generate accurate marketing reports, create tailored communications, and supporting the Marketing and Audience Development Manager with audience development initiatives and secondary spend opportunities.
- Support the sales onboarding process, which will include attending weekly box office meetings, checking event details in Spektrix, and proof-reading and publishing events on the Awen Box Office and Y Muni's websites.
- Act as a key holder to Y Muni; opening and closing the building as required on a predetermined rota basis, to suit the needs of the varied programme of events and activities. You may also need to carry out occasional box office shifts, again dates/times agreed in advance, to support the wider team.
- Support the General Manager with initial programming and private hire enquiries, by acting as the first point of contact for enquiries and using the rate card and/or conference hire pack to provide basic information.
- Assist with responding to customer complaints and queries (online and in-person) efficiently and professionally, in the absence of the General Manager.
- Confidently offer information about Y Muni's accessibility services to customers.
- Be a first aider and ensure that first aid is administered according to the training.

General Duties and Responsibilities of this role are:

- To be responsible for your own safety and that of other staff and any member of the public who may be affected by your acts and omissions at work.
- To participate in any training and development activities to maintain own development or to enhance competence within job role.
- To uphold and integrate our purpose and values in all that you do, observing and promoting Awen's four values at all times – Creative, Empowering, Collaborative and Fair.
- To ensure that activities are completed in accordance with Awen's commitment to equality, diversity and Inclusion and in line with best practice and legislation.
- To actively challenge discrimination and stigma in the workplace.
- To be responsible for safeguarding and promoting the welfare of children, young people, and adults at risk.
- To look after your own physical and psychological wellbeing wherever possible.
- To support the psychological and physical wellbeing of our colleagues/team and encourage an empathetic and inclusive culture.
- To be responsible in helping us achieve our sustainability ambition by contributing to reduce your individual carbon footprint and working towards the organisational objectives in line with the Awen sustainability strategy.
- To comply with Awen's policies and procedures.

This is not a complete statement of all duties and responsibilities comprising this post, which may have to be varied to meet the changing needs of the business.

Person Specification

The Person (ESSENTIAL CRITERIA ARE INDICATED AS **(E):**

- Enthusiasm and drive to make things happen. (E)
- Friendly and approachable manner (E)
- Confident and professional with the ability to deal effectively with colleagues and the public (E)
- Able to problem solve quickly and creatively (E)
- Solutions focused individual who is able to concentrate on achieving priorities
- Ability to network and build positive relationships and partnerships with a wide range of stakeholders.
- Positive attitude and willing to suggest and support innovative new projects and developments.

Qualifications, Skills, Abilities and Experience:

(ESSENTIAL CRITERIA ARE INDICATED AS **(E)**:

- Marketing degree or equivalent or be able to demonstrate competence through experience **(E)**
- Excellent written and verbal communication and people skills **(E)**
- Self-motivated and able to manage own workload and priorities effectively **(E)**
- Excellent attention to detail and ability to proof-read **(E)**
- Strong digital marketing and content creation skills **(E)**
- Confident and creative copywriting skills **(E)**
- Experience of managing digital communications channels including websites, Facebook and Instagram **(E)**
- Experience of running paid-for advertising campaigns on social media channels **(E)**
- Ability to work under pressure and deliver outcomes to tight deadlines **(E)**
- Previous experience of working in a marketing role within an arts or cultural organisation
- Knowledge and understanding of Awen's box office system, Spektrix
- Experience of updating websites using content management systems
- Excellent ICT skills including Microsoft Office and other digital communication platforms
- Ability to speak Welsh.