



Marketing **Assistant**

Information Pack

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liveandlocal.org.uk

Job Description (Marketing Assistant)

The Marketing Assistant supports the Marketing & Communications Manager in all aspects of marketing and communications, with specific responsibility for in-house print fulfillment, and including communications, mailing list(s) management, PR and media/press function and digital media. Training is provided and access to continuous professional development opportunities encouraged. The post is line-managed by the Marketing & Communications Manager.

Marketing

Supporting the Marketing & Communications Manager in providing marketing and publicity support for all Live & Local's activities and projects:

- Sourcing/writing copy and sourcing images for marketing support materials, digital marketing, direct mailings, in-house print production, What's On Brochures and special projects;
- Maintaining accurate and up to date marketing and communications contacts databases;
- Collating audience development and market research project data.

Print Management

- Liaising with performing companies to agree on quantity and delivery of flyers/posters for overprinting; agreeing and drafting event overprinting details with local promoters; overprinting and distributing flyers/posters to promoters; distributing print materials to display points;
- Drafting, printing and distributing event tickets and marketing support materials to promoters.

Media and Press

Supporting the Marketing & Communications Manager in:

- Maintaining up to date press contacts lists; writing, distributing and following up press releases; maintaining cuttings file and press correspondence records;
- Drafting and submitting online and offline event listings.

Digital Marketing (Website, E-mail & Social Media)

Supporting the Marketing & Communications Manager in:

- Maintaining and updating the Company website;
- Creating and posting e-mail and social media campaigns;
- Developing and maintaining other online publicity - external site links, competitions etc.;
- Collating regular statistics for website, email and social media campaigns.

Programme Development

- Attending and reviewing shows within the GAS (Go & See) show scouting scheme.

Promoter Support

- Providing support and advice to promoters for their forthcoming events;
- Attending and reviewing events, undertaking audience surveys and mailing list sign-ups.

General Duties

Duties and responsibilities concomitant with overall job role relating to:

- Answering and making telephone calls, sending emails and responding to enquiries;
- Processing routine correspondence and raising key issues with appropriate team members;
- Inputting monitoring information into Live & Local databases;
- Preparing and sending out routine correspondence to promoters and companies;
- Other reasonable duties as deemed necessary.

Person Specification

Essential	Desirable
<i>These are the minimum criterion needed for the job and the job cannot be done without meeting these criteria.</i>	<i>The job could be done without meeting these criteria but will be considered if more than one candidate satisfies the essential criteria.</i>
Experience	
<ul style="list-style-type: none"> • Experience of working within an office based, team environment • Experience of marketing, publicity and/or promotional practices • Experience of copywriting • Experience of providing high standards of customer service 	<ul style="list-style-type: none"> • Experience of organising and running arts events • Experience of website content management systems and procedures (CMS) • Experience of using online email marketing solution(s) (e.g. MailChimp) • Experience of web analytics • Experience and understanding of digital / social media platforms for marketing / communications • Experience of copywriting within an <u>arts context</u> • Experience of writing press releases and of establishing and maintaining good media relations • Experience working with volunteers and / or voluntary organisation(s) • Experience of undertaking research projects and of collating complex information into reports
Skills	
<ul style="list-style-type: none"> • Confident and competent IT user • Excellent skills working with MS Word, Excel, Outlook and internet browsers • Excellent telephone manner • A high level of accuracy and attention to detail for proof reading and data input • Creative / innovative flair and a good visual sense with an eye for strong graphic design • Good interpersonal skills and friendly outgoing disposition • Ability to provide clear feedback to colleagues • Ability to work effectively and methodically under pressure, to tight, multiple deadlines 	<ul style="list-style-type: none"> • Skills in desk top publishing (e.g. Publisher, InDesign) and image editing (e.g. Adobe Photoshop) • Data management, analysis and presentation skills • Project management skills
Education/Qualifications	
<ul style="list-style-type: none"> • Excellent written English skills with at least an A Level in English and good numeracy skill with at a least a GCSE in maths (or equivalents) • Willingness to learn new skills and undertake training 	<ul style="list-style-type: none"> • Track record of undertaking training in areas relating to the job role
Arts	
<ul style="list-style-type: none"> • Knowledge of and interest in the arts with a record of attending arts events frequently • Interest in and commitment to making arts accessible to all community sectors 	<ul style="list-style-type: none"> • Ability to critically assess performing arts / film for Live & Local's programme
General	
<ul style="list-style-type: none"> • Understand our objectives and ethos • Prepared to work occasional unsociable hours (evening / weekend) 	<ul style="list-style-type: none"> • Working knowledge of the geographical areas we cover • Current driving licence and access to a car

Terms and Conditions

The post is offered as a salaried position as an employee of Live & Local Ltd. on a fixed term basis for one year in the first instance. The post will be subject to Live & Local's standard Terms and Conditions of Employment for 2018/19.

Salary

- £16,772 to £17,169 subject to experience (full time / 35 hours per week / flexi time) with supplementary payments for any agreed additional weekend and unsociable (evening) hours worked.

Pension

- Employer's contribution of 1% of pensionable earnings increasing in line with statutory requirements. Assessment for auto-enrolment will be postponed until completion of probation.

Hours

- The normal hours for this post are **35 hours, to be worked over 5 days per week between Monday and Friday**. Within these parameters you are permitted to attend work flexibly within the Live & Local flexi-time framework;
- Additional normal hours along with weekend and unsociable (evening) hours may be offered as part of this job. However, these would be agreed after discussion between Live & Local and the post holder.

Other

- One-month probation period;
- There will be 28 days annual paid leave (leave year is April to March);
- Termination of contract would be 1 month on either side;
- The post holder will be responsible to the Marketing & Communications Manager;
- Travel expenses are paid for travel associated with the job.

Application Procedure

Please contact the office for more information or to register your interest.

Interviews: Tbc

Application form: Please contact the office

Earliest start date: ASAP

About Live & Local

'I like being part of bringing professional theatre into a small community and putting a bit of heart into the place.' Local Volunteer Promoter

'Good fun, good value, unusual performances in places we wouldn't normally go to. The 'action' is near to the spectators and so we feel more involved.' Audience Member

Our Mission: Live & Local works with voluntary groups and professional artists to create new audiences for the arts and to build stronger communities.

Our principle activity is the support of a high quality curated live performance programme in partnership with voluntary groups – the community touring scheme (CTS) - under the tagline slogan 'Surprising shows in surprising places'.

Currently the schemes cover Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire, Rutland, Staffordshire, Warwickshire and Worcestershire. We support approximately 500 live events per year.

We also run other mutually supportive programmes to provide greater resilience to the organisation and to ensure we meet the needs of current and potential stakeholders:

- Big Picture Show (BPS) community cinema network – currently supporting approximately 260 community film screenings per year in Staffordshire and Warwickshire, but growing rapidly;
- DART (Developing Artists in Rural Touring) - artist development programme;
- Rural Artworks (RAW) - arts led community cohesion projects.

The scheme started in 1987 in Warwickshire and incorporated as a Company limited by guarantee in August 1994. The full CTS and BPS network comprises over 300 voluntary groups across the eight counties (predominantly rural but some urban).

'People surprise themselves by coming to things they wouldn't normally dream of coming to!' Local Voluntary Promoter

'Brilliant event! Live & Local continues to offer superb entertainment.' Local Voluntary Promoter

'The whole company feel it was extremely successful and appreciated that this was due in no small measure to the input from all at Live & Local.' Theatre Company

About our Work

www.liveandlocal.org.uk

www.bigpictureshow.org.uk

<http://developingartistsinruraltouring.wordpress.com/>

About our Marketing & Communications

Live & Local's events are partnerships between the knowledge and commitment of local voluntary (promoter) groups and the professional expertise of the Live & Local team. The local promoters choose and promote their events with our support – not the other way around. This provides unique marketing and audience development opportunities, and challenges – eight counties, 280 voluntary promoter groups, and 460+ performances of 100+ different shows per year and also 260+ film screenings.

To achieve this and the other Business Plan objectives we must keep our profile high across 44 local authorities and a large range of other current and potential stakeholders.

About our Funding

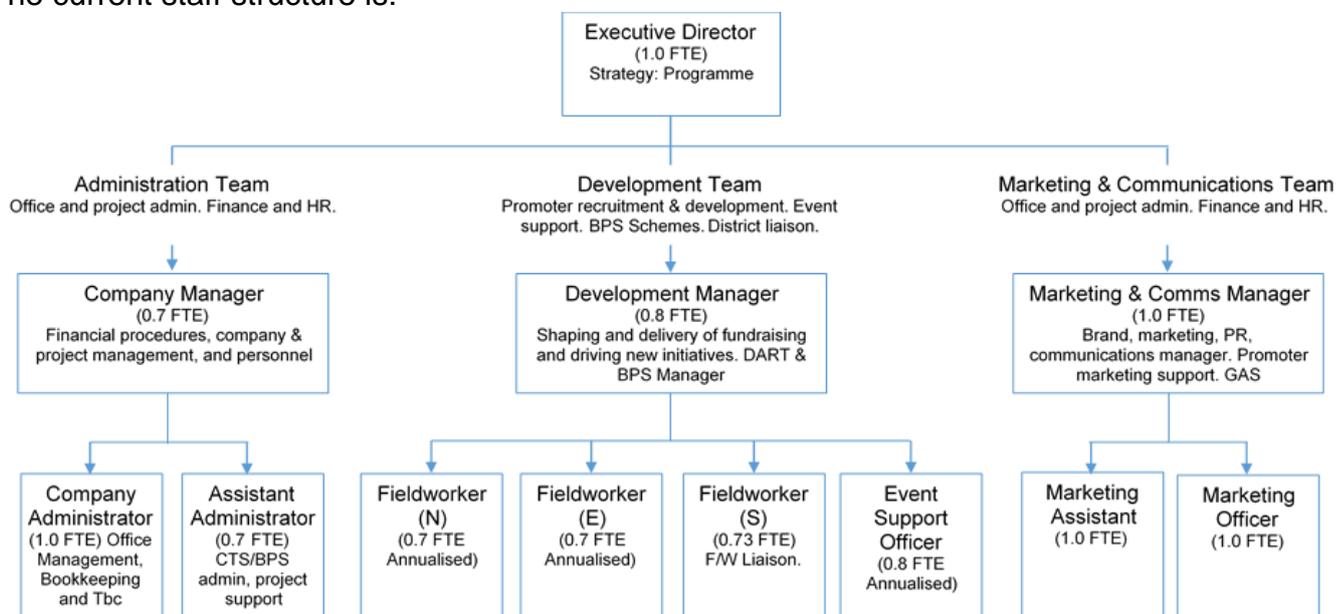
Live & Local is funded by a mix of local, regional and national bodies. We have retained our Arts Council England (ACE) National Portfolio Organisation (NPO) status in the recent funding round (until 2022), with application for the next round imminent. We are funded by six County Councils and 38 District and Borough councils. Some of this income is in the form of grants and some through partnership agreements with these local authorities. We also receive income from touring scheme box office receipts and from local contributions to specific projects. We also run a Friends Scheme.

We receive funding for the Big Picture Show community cinema network from the British Film Institute (BFI) and run a film screening network in Stratford District contracted by Stratford District Council

Staffing and Governance

Live & Local is a Company Limited by Guarantee with a voluntary Board of Directors (5-9 members) drawn from funders, users and artists involved with the organisation's activities.

The current staff structure is:



Office and Resources

- The company is based in Warwick in a 2nd floor (no lift) office suite .
- The office has a networked PC computer system with remote access facilities.
- The software packages include Windows XP, MS Office Professional XP (Word, Outlook, Excel, Access), DTP (Publisher) and Adobe Photoshop. We use Adobe Contribute web publishing software to maintain our current website;
- The performance scheme and mailing lists are managed by an in-house designed relational database program (on MS Access and SQL Server);
- We use the Mail Chimp bulk emailing solution to manage our email lists;
- We own five sets of portable digital cinema systems with 5:1 surround sound, 12 x 9 screens and digital projectors.

National Rural Touring Forum

Live & Local is a member of the National Rural Touring Forum (NRTF). Set up in 1997, the NRTF is an umbrella body representing approximately 40 community and rural touring schemes and arts development agencies, principally across England, but also in Scotland and Wales. The nationwide network of over 1,500 local voluntary promoters covers many parts of the country, from Cumbria to Cornwall. The rural touring sector has an annual turnover exceeding £1.5m, half of which is spent on artistic fees.

The NRTF is funded through membership fees and as an ACE National Portfolio Organisation. The NRTF aims to encourage the touring of high quality professional arts performances and events to rural communities and meet the needs of the member schemes.

The NRTF provides a wealth of experience across its membership as well as professional development opportunities for member schemes, market research and cross regional project development opportunities. Its annual conference provides an opportunity for people to meet and do business face to face. The profile of rural touring with policy makers and funders at all levels is raised through a programme of advocacy, using high quality, up-to-date research and statistics to help make the case for support.

The NRTF is currently working in partnership with The Place, one of the UK's premier contemporary dance centres, development specialists China Plate and Take Art, Somerset's rural touring scheme and county dance agency, on a major three year project to substantially increase dance touring in rural England, Wales and Scotland.

www.nrtf.org.uk

On Rural Touring

'Top quality entertainment... a good night out... the best events coming to a space near you.' The Guardian

'Rural touring is where the liveliest gigs happen, where the warmest friendships are made.' The Guardian