



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 print publicity fulfillment for the live rural & community touring scheme and the community cinema scheme, and including communications, mailing list(s) management, PR and media/ press function and digital media (website, email and social 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 external and in-house print production and fulfilment (including seasonal What's On Brochures), direct mailings, digital marketing and special projects;
- Maintaining accurate and up-to-date marketing & communications contacts databases;
- Collating audience engagement & development and market research project data.

Print Management

- Liaising with performing companies to source flyers/ posters for overprinting; agreeing and drafting event overprinting details with local voluntary promoters; overprinting and distributing flyers/ posters to promoters in a timely fashion; 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 media contacts lists; writing, distributing and following-up media releases; maintaining cuttings file and media correspondence records;
- Drafting, submitting and/ or posting online and offline event listings.

Digital Marketing (Website, Email & Social Media)

Supporting the Marketing & Communications Manager in:

- Maintaining and updating the Company website, microsites and social media sites;
- Creating and posting email 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) talent/ show scouting scheme.

Promoter Support

- Providing support and advice to voluntary 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 media 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 Live & Local's objectives and ethos; • Prepared to work occasional unsociable hours (evening/ weekend). 	<ul style="list-style-type: none"> • Working knowledge of the geographical areas Live & Local covers; • 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 is subject to Live & Local's standard Terms and Conditions of Employment for 2018/19.

Salary

- £16,772 to £18,251 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 2% of pensionable earnings increasing in line with statutory requirements. Assessment for auto-enrolment is 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;
- 28 days annual paid leave (inclusive of public holidays). Leave year is June to May;
- Termination of contract would be one (1) month on either side;
- The post holder is responsible to the Marketing & Communications Manager;
- Travel expenses are paid for travel associated with the post.

Application Procedure

Application deadline: Monday 29 October 2018, 5pm

Interviews: w/c Monday 05 November 2018

Start date: w/c Monday 10 December 2018 (latest) or earlier

Application form: Online form only

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 scheme covers Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire, Rutland, Staffordshire, Warwickshire and Worcestershire. It supports approximately 500 live events per year.

Live & Local also runs other mutually supportive programmes to provide greater resilience to the organisation and to ensure it meets the needs of current and potential stakeholders:

- Big Picture Show (BPS) community cinema network – currently supporting 260+ community film screenings per year in Staffordshire and Warwickshire, but growing rapidly;
- DART (Developing Artists and Art 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 280 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.' Touring Theatre Company

About Live & Local's Work

www.liveandlocal.org.uk

www.bigpictureshow.org.uk

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

About 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 Live & Local's 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 260+ film screenings.

To achieve this and other Business Plan objectives Live & Local must keep its profile high across 44 local authorities and a large range of other current and potential stakeholders.

About Live & Local's Funding

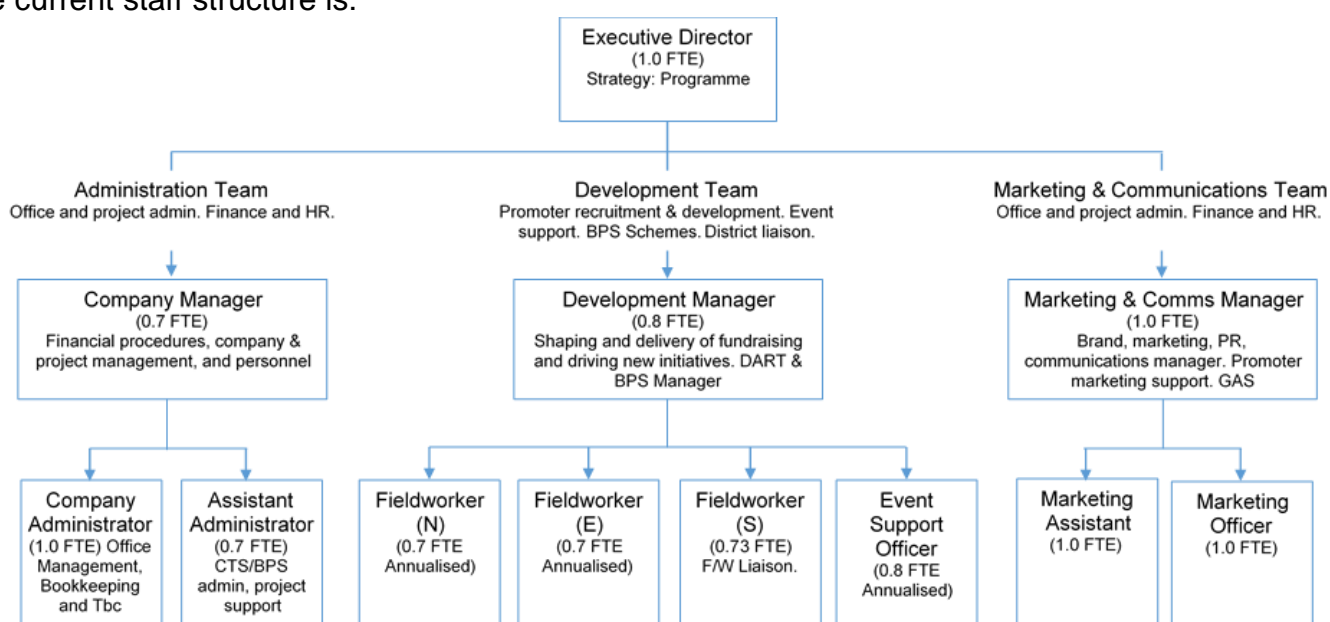
Live & Local is funded by a mix of local, regional and national bodies. It has retained its Arts Council England (ACE) National Portfolio Organisation (NPO) status in the recent funding round (until 2022). It is funded by five County Councils and 33 District, Borough and City Councils. Some of this income is in the form of grants and some through partnership agreements with these local authorities. Live & Local also receives income from touring scheme box office receipts and from local contributions to specific projects. It also runs a Friends Scheme.

Live & Local receives funding from the British Film Institute (BFI) for special programmes facilitated within the Big Picture Show community cinema network and is contracted by Stratford-on-Avon District Council to manage its rural cinema scheme, Moving Pictures.

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, step only access) 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. Adobe Contribute web publishing software is used to maintain the current website;
- The touring scheme(s), projects and mailing lists are managed by an in-house designed relational database program (on MS Access and SQL Server);
- The MailChimp email marketing service is used to manage audience targeted email lists;
- Live & Local owns 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 26 rural & community touring schemes around the country, principally across England, but also in Scotland and Wales. The nationwide network of over 1,500 local voluntary promoter groups 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, market research and cross regional project opportunities for member schemes. 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