



Job Description

Job title	Marketing Assistant (Maternity Cover, 6 months)	Hours	37 hours <i>Flexible working options are available, including job share</i>
Department	Arts and Cultural Services	Salary	Pro rata SK7 (£27,459 per annum)
Location	Currently homeworking with potential for future mix of home and office-based working	Contract	Fixed term for 6 months

Main Job Purpose

The Marketing Assistant will support the promotion of the arts centres programmes and SKDC promoted outreach and festivals.

Ensure that front of house displays and visitor information are up to date and attractive at all times

Maintain a vibrant and informative presence on all social media channels to promote events and raise the profile of the arts offer.

To support and assist in the delivery of the programme of events to support the Cultural Strategy.

This role is not politically restricted.

Main Statement of Responsibilities

Marketing and Sales:

- Use the Centre's computerised box office system to maintain databases of individuals, groups and schools for targeted offers.
- Maintain attendance statistics as required.
- To be part of a team wide rota to cover reception duties as and when required
- Be proficient in the use of our central CRM sales and marketing software system (Spektrix) to set up events ready for sale at the box office and for internet booking.
- Put together and co-ordinate the design and print of Arts Centre brochures and other print material where necessary

Publicity:

- Co-ordinate and control the distribution of all Arts Centre publicity, maintain attractive front of house and town display and personally distribute Arts Centre publicity to local libraries, shops, hotels, etc.
- Assist with developing and executing marketing activity to increase engagement in the arts.
- Adding content to the website, ensuring it's up to date, accurate and engaging, sourcing images and enhancing our social media presences including sourcing contributions of content from across the organisation, theatre companies, audience and community.

Arts Administration:

- Assist with the organisation of our workshops and activities programme for adults, children and families and look at the live programme and arrange theme wrap around events.



- Assist with producing education packs to support the promotion of shows by developing school bookings and links with schools.
- Assist us to cultivate contacts and partnerships with local organisations and groups who can benefit from access to our arts offer.

Core values

Our vision is to “be the best district in which to live, work, and visit.” To achieve this promise, we are building an organisation with a strong internal culture. Our values determine how we behave and deliver services to our residents and businesses and how we interact with each other, and we believe that our values are just as important as skills.

They focus attention on six areas:

Trust

- We act with credibility, professionalism and integrity in all that we do.
- An important guiding principle in the Council’s operations and decision-making process, Trust is found in all relationships; from colleagues, Members and building our resident’s trust.

Empowerment

- Committed to creating an environment where colleagues are encouraged and supported to take initiative.
- A culture of collaboration and teamwork where everyone is encouraged to share ideas, contribute and work together.

Accountability

- Taking responsibility for our actions and operating in a transparent manner.
- Being responsible for our own performance.

Making a Difference

- Addressing the complex challenges we face with innovative solutions.
- Driven by a purpose to create a positive impact and improve the lives of residents and the community of South Kesteven.

Supportive to All

- Putting residents at the heart of everything we do.
- Being an inclusive Council that values and celebrates diversity.

Kindness

- Empathy and understanding of others.
- Treating everyone with respect.



Flexibility

Some flexibility in the working hours will be required from time to time. This job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to duties which may have to be varied (after discussion with the post holder) subject to the changing needs of the organisation.

Person Specification

Relevant Experience, Skills and Knowledge

Essential

- Manages time effectively and delivers against agreed objectives
- Able to challenge the norm and find ways to improve
- Take personal responsibility for own work and focuses on solutions and actions to ensure agreed objectives are met
- Respond to customers needs and learn from feedback to improve the customer experience
- Cash handling
- Creative skills
- Total flexibility in terms of hours and duties
- Willingness to undertake further training

Desirable

- IT literate
- Experience in publicising arts events or previous experience in similar environment/role

Relevant Qualifications

Essential

- Good standard of education
- Well prepared and informative application

Communication and Interpersonal Skills

Essential

- Communicates clearly using straightforward language
- Able to work with others to get the job done well
- Effective customer care skills
- Effective team worker