

RECRUITMENT PACK

JOB DESCRIPTION:

POST: Marketing Assistant

REPORTS TO: Marketing & Communications Manager

The Marketing Assistant will be line managed by Marketing & Communications Manager and will work with colleagues within our core team to help promote our programme to key audiences.

Job Outline:

To work with the to coordinate and implement Platform's social/digital media and marketing activity, raising Platform's profile through general marketing support and helping drive engagement, awareness and sales for Platform multi-art form programme.

Key Tasks:

- To assist the Marketing & Communications Manager in the delivery of digital marketing strategies across key channels
- To help create a range of varied and engaging content for use across Platform's social media and digital platforms
- To assist in the content creation and maintenance of Platform's website
- To assist in the creation and delivery of e-newsletters to Platform's database (experience of Mail Chimp is desirable but not essential).
- Assist the Marketing & Communications Manager in the day to day marketing of Platform including support with advertising, direct marketing, sales promotions, membership deals, market research and design/print management
- To assist in the preparation of copy for articles, features, adverts and press releases.
- To help organise Platform displays, promotional items and/or merchandise as appropriate.
- Engage with a wide range of stakeholders and audiences

Administrative

- To report regularly on progress, activities and outcomes to the Marketing & Communications Manager and to carry out any other duties as specified
- To follow best practice in administration across all elements of the role
- To ensure all data collection and database management complies with the legal and regulatory framework and are examples of best practice

Other Duties

- Answer routine enquiries by phone and email / redirect to other team members where appropriate
- Engage in all aspects of safe and efficient working practices in line with Health and Safety at Work legislation and the company's health and safety policy
- To comply with Platform's policies and procedures as set out in the staff handbook including health and safety, equal opportunities and environmental sustainability.
- Carry out any other duties that may be requested by the Artistic Director
- Occasional evening / weekend work may be required when necessary