



JOB DESCRIPTION – Communications and Content Assistant

Contract:	2-year fixed term contract, with possible extension by mutual agreement
Salary:	£17,648 - £18,648 p.a. pro rata 0.8FTE subject to extendable three-month probationary period
Hours:	30 hours per week, actual working hours to be agreed with line manager
Leave:	26 days including public holidays
Office:	19 Griffin Court, Market Street, Wymondham, Norfolk, NR18 0GU
Responsible to:	Deputy Director
Job Purpose:	To support Creative Arts East in the delivery of the organisation's marketing, communications and information handling activity. The post holder will be responsible for creating content and supporting the implementation of external communications for the organisation across online platforms, print, distribution and local press and administering data and information to support profile-raising and fundraising activities.

Duties and Responsibility

Core responsibilities

These responsibilities are shared by all members of the Creative Arts East team:

1. To ensure high standards are achieved in the specific areas of your responsibility;
2. To promote a cultural ethos of co-operation and support, in order to develop an inclusive and accessible organisation;
3. To contribute to the activities of the organisation in whatever way necessary, to promote the interests of the organisation and achieve its business plans and purpose;
4. To ensure that the corporate commitment to diversity and to CAE's mission statement, 'to improve community life through the creative use of the arts', informs all aspects of the organisation's work;
5. To contribute to the annual business planning process.

Specific duties

PR & Campaigns:

- Design and create high quality flyers, posters and other visual marketing tools required for various aspects of the organisations work, under the direction of the Design Lead
- Work with the team to plan and implement marketing strategies to support specific campaigns, developing promotional opportunities and ideas from conception through to delivery
- Deal with day to day press relations including writing and distributing listings, event press releases, responding to press enquiries etc.

- Send out monthly e-bulletins using Mailchimp software and any additional e-newsletters as and when required
- Liaise with external agencies where necessary to ensure communications campaigns are delivered on time and within guidelines

Digital Communications:

- Assist in profile-raising for the organisation and its programmes through online presence in blogs, social networks and content sharing sites
- Update website and ensure relevance and accuracy of information
- Assist in the implementation of the Audience Development Strategy
- Work with the Deputy Director to support the development and implementation of organisation-wide communications campaigns that will raise the profile of who and what CAE is
- Support and, where appropriate, lead on new strategies to diversify CAE's income generating potential through personal and private giving

Information Management:

- Monitor and report on website and social media statistics
- Take responsibility for processing audience/customer monitoring and evaluation data and extracting results as required by specific campaigns
- Support the creation and ongoing management of an organisation-wide Customer Relationship Management System which will underpin information management, marketing and fundraising strategies

General:

- Undertake general administration associated with the role, including use of email and Office based programmes
- Work as part of a small office team, answering phones, attending meetings, taking notes and drafting documents as required
- Contribute to regular team meetings
- Comply with the organisation's policies including equal opportunities, health and safety and child/vulnerable adult protection
- Carry out any other reasonable duties as appropriate to the post, and as required by line or senior management
- To undertake any training necessary for the effective execution of the post

21/08/2017

Person Specification

	Essential	Desirable
Attitude	<ul style="list-style-type: none"> • An innovative, creative and open-minded approach • A 'can do' attitude with a resourceful approach to problem solving • Flexible and adaptable • Patient, diplomatic and tactful • Demonstrates initiative and personal leadership • Ability to work as part of a team, sharing ideas and implementing decisions • Ability to thrive under pressure • Ability to take direction and respond to feedback • Commitment to promoting diversity and inclusion 	<ul style="list-style-type: none"> • Can demonstrate a commitment to the aims and objectives of the organisation and its projects • Interest in arts and culture • Willing to be flexible with working hours
Skills	<ul style="list-style-type: none"> • A proven track record of developing and using digital technologies and social media as a tool for communication • Excellent working knowledge of Adobe Photoshop and Microsoft package • Excellent design skills and ability to respond to a brief, with demonstrable examples • Excellent verbal and written communication skills • Excellent attention to detail • Good time management skills • Ability to share information, contribute opinion and receive constructive criticism • Excellent IT and organisational skills • Ability to maintain accurate and up-to-date data and online records 	<ul style="list-style-type: none"> • Experience of working in a small, busy arts organisation or similar • Knowledge and experience of marketing and/or media principles and practice, preferably in the arts or creative industries • Ability to write accurate and engaging copy • Knowledge of accessibility considerations and solutions • Experience of managing databases and web content management systems • Experience of online ticketing systems

Qualifications Work experience	<ul style="list-style-type: none">• Educated to degree level or at least 3 years relevant work experience	<ul style="list-style-type: none">• Experience of working in a communication or content creation role, preferably within the arts/cultural environment• Knowledge of/contacts within local media organisations
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