

Marketing Assistant

Job description:

Responsible to:	Marketing Manager
Hours:	16 hours (two days) per week - flexible for the right candidate
Place of work:	Ropetackle Arts Centre
Salary:	£19,000 per annum, pro-rata
Holidays:	21 days per annum plus statutory bank holidays (pro rata)

Main purpose of role:

An exciting opportunity to join the small team at Adur's vibrant, award-winning arts venue. The role of Marketing Assistant is to support the Marketing Manager with delivering campaigns and general marketing across all channels. The role would suit a marketer at the beginning of their career with an interest in the arts. Training will be provided, where necessary, for the right candidate.

Opened in 2007, Ropetackle has established itself as one of the most successful performing arts venues in the South East, welcoming audiences of over 40,000 per year. Ropetackle is a unique community run organisation by a small team of employees and a dedicated team of 80 volunteers.

Main responsibilities:

Marketing

- Supporting the Marketing Manager with campaign planning and implementation
- Assisting with the production of printed brochures
- Coordinating the acquisition and organisation of marketing assets for all events and activities
- Building events and putting them on sale using ticketing system Ticketsolve
- Supporting social media campaigns and planning
- Copywriting and editing
- Assisting with digital content creation for online marketing channels
- Designing occasional posters and flyers
- Liaising with artists and promoters to coordinate marketing activity
- Managing the Marketing Assistant inbox
- Creating email marketing campaigns with Mailchimp
- Updating and maintaining the website
- Writing and distributing press releases and facilitating media enquiries
- Marketing research, data analysis, and reporting
- Posting online listings
- Acting as a representative and ambassador of Ropetackle
- Selling tickets and operating the ticketing system Ticketsolve

The post-holder will be expected to work flexibly, including evening and weekend work.

The job description may be amended and adapted to account for changing circumstances.

Personal specification:

Essential

- Some previous marketing experience
- Strong communication and interpersonal skills
- Exceptional organisational and time management skills
- Able to balance multiple priorities in a fast paced environment
- Strong attention to detail
- Strong digital and IT skills including Microsoft Office and Google Suite
- Demonstrable skills in Photoshop or similar
- Reliable and willing to work flexible hours
- Able to work under pressure and adapt to changing situations
- Proactive with the ability to work independently
- Creative thinker and problem solver
- Willingness to learn

Desirable

- Previous experience operating a ticketing and CRM system
- Advanced skills in Photoshop or similar
- Some understanding of general marketing principles
- Experience working with volunteers
- Enthusiasm for working in the arts

How to apply:

Please send your CV and a cover letter outlining how you meet the requirements of this role to:
centremanager@ropetacklecentre.co.uk

The closing date for applications is: **8 April 2022**