

Position: Digital Marketing Assistant (Maternity Cover), Span Arts

Dear Applicant

Please find enclosed the **full job description and application guidance notes** for the above position. Please fill out the separate Digital Marketing Assistant Job Application Form to complete your application.

The pack includes:

1. Span Arts profile
2. Job Description including Person Specification
3. Guidance Notes for Applicants

Closing date for receipt of applications is 9am **on Wed 29th September 2021**. We regret that applications received after that time cannot be considered. Please do not send a CV.

Shortlisted candidates will be contacted by phone or email. Interviews will take place on **Wednesday 6th October 2021**.

While we will work to accommodate every applicant, please do your best to ensure your availability for this date.

We hope this pack will help with any questions you might have about the application process. However, if you need further information, please call us on 01834 869323.

Thank you for your interest in Span Arts and we look forward to receiving your application.

Best wishes,
Span Arts Trustees

How to submit:

Please submit applications by 9am on the closing date to **info@span-arts.org.uk**. We encourage you to send your applications by email. Please refer to the guidelines in this pack before applying.

By email: **info@span-arts.org.uk**

By post: Please mark your envelope – ‘Private - Recruitment’

Organisation Profile:

Span Arts

Art as Social Change in Rural Wales
/ Celf fel Newid Cymdeithasol yng Nghymru Wledig

Span Arts is a community arts charity, based in Narberth, with a 30 year history of making a significant contribution to the arts in Pembrokeshire. We deliver a high quality and diverse range of music, theatre, comedy and voice events, alongside a wide range of arts and wellbeing projects to an area where people otherwise do not have access to the arts.

Span Arts delivers community arts across Pembrokeshire to capitalise on the transformative power of the arts to create social change in West Wales. We work with volunteers, artists, performers and producers to create projects and experiences that enrich the lives of people living in rural areas, improve health and wellbeing, reduce loneliness and isolation, combat barriers to accessing services, tackle the impact of second home ownership and contribute to the digital inclusion agenda in Wales.

We are ambitious for the arts in Pembrokeshire to inspire & connect rural people, places and communities creatively and seek to challenge perceptions of what rural communities are capable of and what they can achieve when they work together.

Strategic Aims:

- Energise a healthier and happier society in Pembrokeshire
- Bring communities together to enjoy collective shared creative experiences
- Reduce barriers to attendance in the arts and innovation for rural audiences

What does Span Arts do?

Span Arts engages rural communities in meaningful community arts experiences across Pembrokeshire for both Welsh and English-speaking communities, by providing:

- a diverse range of high-quality live music, theatre, comedy & arts-based activities
- an ambitious/vibrant programme of community arts and health engagement
- a vital and well established volunteer programme

What difference does Span Arts make?

- reduces rural isolation, loneliness and deprivation
- boosts health and well-being
- nurtures local and emerging talent
- offers content for Welsh-language audiences
- helps build more connected and resilient rural communities

Management

Span Arts is managed by a paid Director with strategic support from a Trustee Board of volunteers drawn from the local community.

Current employees are: Finance Manager, Digital Marketing and Design Assistant, Events Programmer and freelance Project Staff

JOB DESCRIPTION

Span Arts, a community arts charity based in Narberth, Pembrokeshire is seeking to recruit an enthusiastic, hardworking, and creative person to join our team.

The successful candidate will be committed to ensuring Span's events and activities are promoted as effectively and widely as possible

The role would suit a student or graduate with experience in Wordpress, coupled with superb digital, social networking and design skills and an interest in the arts.

Job Title: Digital Marketing Assistant (Maternity Cover)

Responsible to: Span Arts Director

Location: Narberth and/or online and event locations

Salary: £9.50 per hour equivalent to £7410 per annum (£17,290 FTE)

Hours: 15 hours per week

Fixed term maternity cover contract, starting in November 2021.

Some evening & weekend work will be required

Holiday 5.6 weeks pro rata including Bank Holidays

Span Arts is committed to achieving equality of opportunity in both services to the community and the employment of people and expects all employees to understand and promote its policies in their work.

Span Arts is a Real Living Wage Employer

For further details and to download an application pack visit www.spanarts.org.uk or email info@span-arts.org.uk

Closing date: 9am on **Wed 29th September 2021**

Interviews: **Wednesday 6th October 2021**

Main Purpose of Job

To make a positive and important contribution to promoting all Span Arts' activities and supporting the charity to achieve its ticket sale targets, increase and diversify audiences and deliver day-to-day marketing duties.

The post holder plays a vital role in a small team and works in close collaboration with the SPAN Director, Events Programmer, Volunteer Manager and Project Managers to promote the activities of the charity.

Duties and Responsibilities

Marketing

- Ticketsolve – Managing Span Arts’ online box office system Ticketsolve to ensure that all bookable events and activities are published
- Wordpress - Updating and maintaining Span Arts Wordpress website.
- Social Media – Taking a lead role in the delivery of our Digital Marketing, including assisting with social media marketing and engagement through the Span Arts Facebook, Twitter, YouTube, Instagram, Vimeo and associated accounts.
- Design – In-house design work including adverts, online promotions, and print publicity.
- E-campaigns - Co-ordinating email campaigns using MailChimp.
- Image bank – Contributing to the Span Arts image bank by ensuring strong images with permissions, rights and credits are created to promote the charity.
- Rich Media/content – Preparation and/or creation of short film clips to best promote activities
- Print - Liaising with designers and printers regarding marketing materials.
- Welsh language – working closely with translators to ensure use of Welsh language in all promotions
- Access – ensuring all promotions are accessible and in line with SPAN’s Equality and Diversity policy in keeping with national campaigns such as #BuildingBackForAll by the Audience Access Alliance
- Listings – Updating events listings online – or coordinating volunteers to complete
- Liaison with the SPAN Team artists, promoters, venues, musicians etc to source imagery and information to promote activities.
- Distribution - Organising and co-ordinating the distribution of marketing and promotional information, co-ordinating mail shots from the Span Arts audience and membership databases.
- Press and PR – Preparation of Press Releases and liaison with local media to secure advantageous rates for Span Arts.

Training and Development

- Training will be provided for some of SPAN digital tools on commencement of the role.
- Identifying and implementing own training and development needs.
- Attend internal / external training as required.

Other duties and responsibilities

- Communicating/speaking with customers and audiences where necessary
- Taking responsibility for own Health and Safety in the workplace.
- Attending internal and external meetings appropriate to the role as required.
- Undertaking other tasks as reasonably requested by the Span Arts Director.
- Adhering to Span Arts policies and procedures, including equality and diversity, data protection, Welsh language and ICT and Social Media Policies.

Person Specification

Essential Skills, Experience and Attributes

Experience and understanding of Marketing and promotions.

Passion for and a commitment to ensuring Span's events and activities are promoted as effectively and widely as possible.

Excellent IT skills, with prior knowledge and use of at least some of the following digital tools: Ticketsolve, Wordpress, Microsoft Teams, Mailchimp, Photoshop

Excellent and creative social media skills – with experience in most of the following: Facebook, Twitter, YouTube, Instagram, Vimeo, AMAM, Hootsuite.

Effective written and oral communication skills and experience of writing copy to promote activities.

Strong design skills, with experience in designing promotional materials for a range of clients for print and electronic use.

Ability to manage time effectively to deliver a diverse and varied workload.

Ability to monitor and maintain own standards, with an eye for detail.

Ability to work effectively alone but also as part of a small team, and a flexible approach to work.

Ability to deal with information in a confidential manner (especially with regard to GDPR legislation and accessibility) and respond with sensitivity to the opinions of others.

Understanding of and a commitment to the aims and principles of Span Arts and its equal opportunities policies and safeguarding practices.

Desirable Skills, Experience and Attributes

Ability in spoken and written Welsh.

Experience of working in a community arts setting and evidence of a strong interest in community arts work.

Photography skills, to capture images of activities.