



worthing theatres and museum

Junior Marketing Assistant

KICKSTART
SCHEME

gov.uk/kickstart



Salary: Current National Minimum Wage (depending on age, based on a full year)

Hourly Rate: Current National Minimum Wage (depending on age)

Hours: 25 per week

Holiday : 20 days p.a. plus 8 standard bank holidays (pro rata)

Contract: 6 months

Place of Work: Connaught Theatre, Union Place, Worthing

Closing Date: 19th July 2021

Interview Date: TBC

Who We Are

WTM (Worthing Theatres & Museum) is a newly registered charity dedicated to the following primary objectives :

- ☒ Promoting Dramatic Arts, Theatre and other cultural activities at the Pavilion & Connaught theatres, The Assembly Hall in Worthing.
- ☒ At every opportunity, using these cultural activities to advance Education and promote Social Inclusion.
- ☒ The preservation of important historical collections of decorative arts and clothing in Worthing Museum



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Job Description

Principal Purpose of Job (Role Summary)

This post is part of the Kickstart scheme which is a £2 billion fund to create hundreds of thousands of high quality 6-month work placements for young people. The post will assist the Marketing Coordinator to help implement campaigns to promote the work of Worthing Theatres and Museum. The successful candidate will be assisting the team to maintain and increase audience engagement, developing and working on skills throughout the role that will support a candidate wishing to pursue a career in marketing and communications.

Main Duties, Tasks and Responsibilities

1. Assist the Marketing Coordinator in proofreading and copywriting; interview/liaise with artists/promoters/producers to create press releases, blog and news copy to create on brand content.
2. Assist in adding events to local, regional and national listings and circulating listings to WTM media contacts on a weekly basis.
3. Assist in monitoring team inbox emails and respond / forward as appropriate
4. Assist the Marketing Coordinator with website and social media updates as requested, update social media statistics, and research twitter handles and hashtags for upcoming events and productions.
5. Assist Film and Marketing Manager with film administration as required (e.g submitting attendance figures to DCM)
6. Help to coordinate Press attendance to performances, launches and press nights.



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7. Assist the Marketing Coordinator undertaking publicity campaigns as required and attend productions, PR Events, Press Nights, Meet and Greets, and other events as appropriate, compiling Press Packs for events.

General

1. Undertake all duties in accordance with WTM policies, in particular those relating to Customer Care and Equal Opportunities.
2. Undertake such other duties as may reasonably be allocated to the postholder, which may involve providing assistance in any section of the department as may be required from time to time.
3. Undertake any duties regarding health, safety and welfare at work, civil contingencies and business continuity which may reasonably be allocated to the postholder as a result of legislation, codes of practice or WTM policies.

The postholder will be required to undertake such other duties as may be required within the grade and competence of the postholder. Therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.

Duties will be set out in this job description but please note that WTM reserves the right to update the job description, from time to time, to reflect changes in, or to, the role. The postholder will be consulted about any proposed changes.

Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description.

Additional Employability Support and Training

The successful candidate will receive the following support and training:

1. 1-2-1 mentoring and progress monitoring
2. CV writing support
3. Interview skills training and mock interviews
4. Access to Cities of Learning online support portal
5. Digital credentials



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6. WTM induction training (including equality and diversity, health and safety, safeguarding and fire safety)
7. Systems training (as required)- Gsuite, Artifax
8. Access to a range of work-based online courses via WTM's learning platform subscription

Criteria

Essential

1. Good communication skills
2. Good literacy skills
3. Computer literate and familiarity with social media platforms
4. Positive attitude and a desire to learn and develop new skills

Desirable

1. Ability to communicate effectively with a range of companies, partners and stakeholders across multiple channels.
2. Experience and interest in copywriting and proofreading.
3. Experience and interest in use of social media platforms for business promotion
4. Good level of competency in Word and Excel or Google equivalents
5. Experience using Gmail and/or mailing software such as Mailchimp or Dotmailer
6. an interest in arts and culture
7. previous experience in a similar culture environment (work or volunteering)



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How To Apply

If you are interested in applying for this role please visit our website at <https://wtam.uk/job-vacancies/> and download the application form, once filled out please submit this to business.admin@wtam.uk by the closing date.

Worthing Theatres & Museum is a registered charity and pursues a policy of equal opportunities. Worthing Theatres & Museum values diversity, promotes equality and challenges discrimination. We encourage and welcome applications from all backgrounds and all parts of the community.

All applications are judged on merit.

