



JOB OPPORTUNITY: Marketing Assistant

CCA is recruiting a part-time Marketing Assistant (0.2 FTE) to work with the Director and Head of Public Programmes.

SALARY : £3800 per annum (£19,000 full time equivalent)

DURATION OF POST: Permanent, subject to funding and successful completion of a six-month probationary period

PLACE OF WORK: Centre for Contemporary Art Derry~Londonderry, 10–12 Artillery Street, Derry~Londonderry, BT48 6RG

RESPONSIBLE TO: Director

The full job description and person specification will be available at the CCA website on the Opportunities page.

HOW TO APPLY: Please apply by submitting your CV and a covering letter stating how you meet the person specifications and why you are applying for this role to Mel@cca-derry-londonderry.org by 1 September 2019.

Job Description

Job Title: Marketing Assistant

Hours of work: 8 hours per week, to be worked during normal CCA office hours (10am–6pm, Tuesday–Friday, hours may be worked across different days)

Salary on appointment: £3800 per annum (£19,000 full time equivalent)

Duration of post: Permanent, subject to successful completion of a six-month probationary period with three-month reviews

Place of work: Centre for Contemporary Art Derry~Londonderry, 10–12 Artillery Street, Derry~Londonderry, BT48 6RG

Responsible to: Director

Main purpose of post: To promote CCA's activities through press and marketing, media channels and monitor press and marketing activity

Main responsibilities:

- Draft and maintain social media posts
- Maintain up to date venue and event information on listing sites
- Monitor social media, press and online reach monthly and as necessary for stakeholder reporting
- Drafting, proof-reading and distributing press releases
- Coordinating distribution of print publicity

General:

- Dealing with press enquiries
- Answering the telephone and press email account
- Other reasonable duties as requested

Role Overview - Working with the Director to promote CCA's activities through press and media channels and monitor press and marketing activity.



Key Responsibilities

- Social media
- Print media
- Digital promotions
- Press contacts
- Provide monthly press and marketing information

Social Media

- Draft and schedule social media posts for approval by Director
- Maintain, moderate and post social media posts – Facebook page and Twitter
- Create event pages on Facebook and invite contacts to events
- Download Facebook Insights Data on a monthly basis – to send to Director for reporting
- Maintain and update Instagram, Pinterest, Youtube, Vimeo

Print

- Maintain and remind printed material deadlines - adverts/posters/leaflets
- Booking adverts and when necessary liaising with designer
- Send approved print adverts to publications contact
- Coordinate distribution of printed materials – posters/leaflets

Digital Promotions

- Maintain and update listing sites with events and exhibitions – 14 active listing sites to update on a regular basis
- Amend copy and images for listing sites to suit contribution guidelines – to be approved by Director and/or Head of Public Programmes
- Occasionally update listings with opportunities and jobs at CCA
- Widen and diversify listings where appropriate
- Maintain and remind digital press deadlines – including e-newsletters
- Write draft copy of CCA promotions for digital e-newsletters (where appropriate)
- Distribution of digital publicity materials such as powerpoint screens and Gifs
- Proof reading of web and occasional updating
- Write draft copy and proof-reading of press releases and distributing to mailing lists
- Creation and distribution of exhibition invites
- Send event information to apps

Other

- Liaising with local press to arrange visits/interviews for exhibitions and occasional events at CCA
- Liaise with Director and Head of Public Programmes for regular meetings



- Coordinate distribution of events posters to local schools and nurseries - for events suitable for children and families
- Update and maintain Marketing and Communications Plan and ensure all deadlines met
- Archive press articles – print and online
- Monitor online activity via google analytics, mailchimp etc.
- Maintain and uphold brand guidelines in all marketing activity

Person Specification

Job Title: Marketing Assistant

Essential:

Experience: 2 years Press and Marketing experience; Demonstrate accurate record keeping; Working to time constraints; Experience of working with internal and external customers

Attainments: Undergraduate degree (or equivalent professional experience); Adobe CS Microsoft Office; Google Analytics; Mailchimp; Wordpress

Special Aptitudes: Excellent spoken and written English and ability to produce concise and accurate information; Able to understand and use basic business planning and budgets; Extensive knowledge of contemporary art

Disposition: A self-reliant team player – ability to work on own initiative; Close attention to detail; A positive approach with an ability to be flexible; Reliability and punctuality; Enthusiasm and energy; Commitment to Equal Opportunities; Accuracy and attention to detail

Thinking style: A creative problem solver with an ability to be analytical; Productive under pressure with a logical approach to problem solving

Circumstances: CCA's offices in Derry~Londonderry; Ability to work extended hours on occasion

Desirable:

Working within the charitable sector; Experience of working in the creative and cultural sectors; Experience of working with restricted grant funding; Masters degree; Marketing qualifications; Additional languages