

## **Marketing Assistant - Job Description & Person Specification**

**Post Title:** Marketing Assistant

**Responsible to:** Head of Marketing & Communications

**Key contacts:** All other staff and volunteers, external suppliers and customers

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### **Background**

The Stables group – based in Wavendon, Milton Keynes – is owned by the registered charity, Wavendon Allmusic Plan Ltd, founded in 1969 by Sir John Dankworth and Dame Cleo Laine to engage the widest range of people with music in all its diversity. It currently realises its vision through The Stables, one of the UK's leading music organisations, delivering more than 350 concerts across all music genres and 250 education projects each year, including the National Youth Music Camps. It also produces IF: Milton Keynes International Festival, a multi-art form festival founded in 2010 which engages people with music and sound in unusual spaces and unexpected ways every two years.

### **Job Summary**

This is a new role within the Marketing Department created in response to the increasing communication and marketing needs of the organisation. In particular it is intended that the post should create capacity within the marketing department to carry out more targeted and specific audience development and marketing activity.

### **Who we are looking for**

The post is ideally suited for someone with no previous marketing or sector experience but who can demonstrate a real enthusiasm for the post and is looking to develop a career in arts marketing/administration. While support will be provided from rest of the marketing team, the post-holder will also be expected to work independently and use their own initiative.

### **Principal Responsibilities**

N.B. This Job Description is designed to provide an overall view of the job and is not a definitive list of tasks. As this is a new post, the exact job specification will be refined to make an appropriate fit for both the successful applicant and the needs of the organisation. However, it is envisaged that the role will encompass the following tasks:

- To liaise with tour managers/promoters to gather promotional materials (copy, pictures, audio links etc) for artists booked to appear at the Stables and to maintain an up-to-date log of these
- To assist with the display of posters and leaflets and overprinting of these where necessary

- To assist with the distribution of Stables publicity materials and postage of promotional mailings
- To maintain and develop the Stables distribution networks
- To maintain and distribute press and online listings
- To assist with the creation, distribution and analysis of audience surveys and questionnaires
- To assist with the writing, production and distribution of promotional mailings, e-bulletins, press releases and advertisement copy
- To assist with the updating of the Stables website and social media channels
- To assist with research into existing and potential audiences for Stables activities
- To assist with off-site promotional activity– e.g attendance at tourism fairs and other similar profile-raising events
- To provide general admin support for the marketing department
- To undertake training session and attend meeting as required

### **Required Knowledge and Experience**

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
<b>Educational Qualifications</b>	<ul style="list-style-type: none"> <li>• A good standard of education or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• Degree or equivalent level of education</li> </ul>
<b>Job Related Experience</b>	<ul style="list-style-type: none"> <li>• IT literate and competent with Microsoft Office</li> <li>• A demonstrable interest in forging a career in arts marketing or arts administration</li> <li>• Excellent communication skills (written and verbal)</li> </ul>	<ul style="list-style-type: none"> <li>• Some sales and marketing experience</li> <li>• Some project management experience</li> <li>• Experience of working within a customer service environment</li> <li>• Experience of working to targets</li> <li>• Practical experience of using CMS for websites , social media channels and generally to be digitally 'savvy'</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• A demonstrable knowledge of, and interest in, the performing arts sector</li> <li>• Excellent written communication skills</li> <li>• Excellent interpersonal skills</li> <li>• Excellent analytical skills and attention to detail</li> <li>• Confident and helpful manner</li> <li>• Ability to stay calm under pressure</li> <li>• Ability to work as part of a small team</li> <li>• Able to promote a positive working environment and collaborative team spirit</li> <li>• Good personal presentation</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Willing to undergo training and personal development as required</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to drive and access to own vehicle</li> <li>• Knowledge of the local area</li> </ul>

## **Key Terms and Conditions**

The salary for this post will be c. £14,000-£16,000 (depending on experience) per annum pro rata. It is offered as a permanent part-time role (c. 20 hours per week, excluding lunch breaks).

It is anticipated that these will be spread over five days (Monday to Friday), however the role may involve occasional additional hours, or out of hours working.

The holiday entitlement for the post is 20 days (plus statutory holidays) pro rata, increasing by one day per annum for every year worked up to a maximum of 25.

The job will be subject to a six month probationary period. Upon the successful completion of the probationary period it will become a permanent position and the post-holder will be able to join our stakeholder pension scheme, to which The Stables Theatre Ltd will match contributions up to 3%, and will be eligible for bonus pay awards under the terms of The Company's performance related pay scheme.

Full terms and conditions will be made available on offer of appointment.

Applicants who wish to discuss the role in advance of application can arrange to talk to the Head of Marketing & Communications by contacting Rosie Carter on 01908 280831 or emailing [rosie.carter@stables.org](mailto:rosie.carter@stables.org)

## **How to Apply**

Applications must be made on the application form which can be downloaded from the Stables' website [www.stables.org](http://www.stables.org) or obtained from [rosie.carter@stables.org](mailto:rosie.carter@stables.org) We regret that CVs cannot be accepted (no agencies please).

Completed applications should be returned by **no later than 12 noon on Friday 11 September 2015.**

Applications should be returned to [rosie.carter@stables.org](mailto:rosie.carter@stables.org) or by mail to Rosie Carter, The Stables Theatre Ltd, Stockwell Lane, Wavendon, Milton Keynes, MK17 8LU

If you have not heard from us within three weeks of the closing date then your application has not been successful on this occasion, and we are unable to enter into any further correspondence in relation to your application.

The Stables is an equal opportunities employer, which is actively seeking to employ people currently under-represented in the creative and cultural sector. This includes young people, ethnic minorities and people with disabilities. We would be grateful if you can also complete and return our Equal Opportunities monitoring form.