

Job Description

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| Job Title: | Marketing Assistant |
| Location: | Cheltenham – occasional homeworking |
| Responsible to: | Head of Marketing |
| Salary: | £17,000 - £19,000 per annum |
| Hours: | 37 hours per week. Some evening and weekend work required during festivals. |
| Holiday: | 33 days per annum including bank holidays. |

Background information

Cheltenham Festivals is united as a charity to make arts and science accessible to all. Our education, community and talent development programmes reach out year-round and culminate at the town’s internationally-acclaimed Jazz, Science, Music and Literature Festivals.

Since the launch of the Music Festival in 1945 and the Literature Festival in 1949 (the World’s oldest Literature Festival) Cheltenham has been at the forefront of contemporary British culture. The Jazz festival was introduced in 1996 and the Science Festival in 2002.

The charity is led by a Senior Management Board that is responsible for digital and live content, all year-round outreach & education programmes, festival delivery, marketing, HR and finance.

The Role

The Marketing department is responsible for building the Charity’s profile and supporting its mission led programme in order to reach as many individuals as possible and build and develop our audiences at a global level. We enter 2021 with a strong focus on digital storytelling and how we communicate our mission to new audiences utilising technology and new platforms.

We are looking for a passionate Marketing Assistant to support the Marketing Team with a wide variety of online and offline tasks. Though you’ll be holding an entry level position, your work will be instrumental in the development and execution of our overarching strategy and marketing plans. A love of culture partnered with excellent interpersonal skills, can-do attitude, good writing and research skills are very important. We are looking for someone with energy and a passion for marketing, looking to make real impact with their role.

Duties of the Marketing Assistant range from digital content creation, social media programming, press media support, copywriting and project management as well as administration and support for the marketing team.

Detailed Job Description

- Assist the Marketing team and Head of Marketing in the delivery and execution of marketing and communication plans across Festivals including reporting and analysis.
- Participating in creative ideation and planning sessions
- Proactively use the data systems and management systems in place, currently Tessitura and Artifax.
- Print and design support – including image sourcing and copy sourcing
- Undertake general administrative duties
- **PR & Communications:** support the PR & Communications Manager on all media campaigns including:
 - Maintaining online listings for all Festivals
 - Managing the allocations of press tickets
 - Writing and sending press releases to local press
 - Tracking media coverage and supplying metrics
 - Supporting the organisation of Cheltenham Festivals image library so that imagery is accessible by all and reflects our brand
- **Digital:** support the Digital Marketing Manager and Executive in the execution of e-news, programming, website and social media campaigns including :
 - Drafting and posting content such as blog posts, e-news and social media posts
 - Editing videos and audio for digital distribution
 - Updating the website content in line with annual schedule
 - Resizing images for digital marketing use

General responsibilities

All the Cheltenham Festivals team are expected to:

- a. Diversity and Inclusion: ensure that our Equality, Diversity and Inclusion (EDI) policies are followed and embrace the benefits of diversity so that everyone – irrespective of individual differences in their identities, background or any personal characteristics – receives fair and equal treatment in a safe, welcoming and enjoyable environment.
- b. Performance Improvement: be responsible for your own performance, participate in our performance appraisal procedures and propose better, faster or less expensive ways to do things which help our overall mission.
- c. Develop yourself and others - ensure you are up to date in your area of specialism and share knowledge with your colleagues.
- d. Health and Safety: be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
- e. Be compliant with the law and the Festivals' policies especially with regard to data protection and IT security and ensure other policies as advised from time to time are followed.

This job description is not intended to be exhaustive and the nature of our work and the size of our team at Cheltenham Festivals requires everyone here to be flexible. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time.

Personal Specification

| Criteria | Essential |
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| Skills required | <ul style="list-style-type: none"> • 1 year or more working within a marketing department • Excellent organisational skills • Good written and numerical skills • Excellent IT skills including aptitude for using databases, content management systems and photo and video editing software • Competent Microsoft user - Excel, Word, PowerPoint, Outlook |
| Knowledge | <ul style="list-style-type: none"> • An understanding of the full marketing mix • An interest in the arts and sciences and the benefits they can bring to everyone |
| Behaviours | <ul style="list-style-type: none"> • Team player – respectful, inclusive and supportive of others • Flexible and adaptable • Well-organised, calm under pressure and able to work to deadlines • Creative thinker – innovative, collaborative, • Confident & enthusiastic in building relationships with a mix of stakeholders • Results-focused |
| Qualifications | <ul style="list-style-type: none"> • English Language and Maths at GCSE 'C' or equivalent |