

Enable Leisure & Culture

Title: Enable Arts and Pump House Gallery Marketing Assistant

Hours: Full time, 12 month fixed term contract

Salary: ENSc3 £20402

Location: Battersea Park

Advert

Enable Arts are looking for a dynamic and enthusiastic individual with high levels of potential to support the Arts Marketing and Information Officer in delivering the output of the Pump House Gallery and Arts Team marketing schedule. Enable Arts is a department of Enable Leisure & Culture, a new Public Service Mutual Organisation that is contracted to provide a wide range of services for Wandsworth Council.

This is a very varied role, and we need someone who is a confident multi-tasker. We are looking for an all round marketer, with a good knowledge of contemporary arts and the London Arts scene. The successful candidate would be expected to take the lead on developing our social media and digital strategy, be confident in dealing with internal and external stakeholders and generally happy to 'muck in' with whatever task is at hand.

This is an excellent 'starter' role as you will be exposed to a wide range of marketing activity – including all aspects of digital marketing (including social media and email marketing) /print marketing/PR / event marketing and evaluation.

You will also be expected to provide office support for the team – such as managing petty cash and managing deliveries. You must be able to demonstrate that you have high levels of customer care.

The successful candidate will be an excellent communicator, self motivated and have a good knowledge of the contemporary arts scene. Ideally you will have successfully marketed arts events, exhibitions and activities with imagination and flair.

Closing date for applications: Sunday 20 August 2017

You will be expected to explain how you meet the key requirements for this role listed in this advert. When explaining how you meet each of the requirements, please give examples that clearly demonstrate your skills, knowledge and experience. When writing your examples give a brief description of the situation or task but focus on the actions you took and the result of your actions.

Interviews currently planned for: Week commencing 4 September 2017

For the job description, person specification and to apply, visit <http://enablelc.org/about-us/work-with-us/>.

If you do not hear from us within two weeks of the closing date please presume your application was unsuccessful on this occasion.

Person Specification

Qualifications, Experience and Knowledge

- Enhanced digital skills in all social media platforms, writing web content and web development
- Experience of marketing and promoting exhibitions, events and activities across a range of platforms.
- Experience of using Photoshop (and ideally InDesign), CMS, Microsoft Office, Internet, Email platforms and databases.
- Knowledge of contemporary arts scene.

Skills and Abilities

- Ability to communicate positively and confidently in person with a wide range of different audiences, such as community groups, arts professionals etc
- Excellent customer care of complex scenarios
- Ability to work independently, and as part of a small team, with experience of office administration including dealing with correspondence, petty cash, stationary and maintaining electronic and manual filing systems.
- Excellent organisational skills with rigorous attention to detail at both planning and realisation stages.
- Ability to work under pressure, and to deliver projects to deadline and within budget.
- An innovative and enthusiastic approach to problem solving.

Other Requirements

- Ability to work weekends and occasional evenings as required.
- An understanding of and commitment to Equal Opportunities in general and the diverse communities of the Pump House Gallery catchment in particular, including implications for service delivery.
- A general understanding of 'safeguarding vulnerable adults and young people' and a willingness to attend training as required.

Job Description

No	General Overview
1.	Assisting and reporting to the Arts Marketing and Information Officer in delivering the output of the Pump House Gallery and Arts Team marketing schedule.
2.	Marketing
3.	Maintains active and engaging social media accounts, keeps abreast of current trends and responds to new opportunities to effectively market the Pump House Gallery and arts team projects and its programmes via social media as they arise.
4.	Maintains and updates all areas of the Pump House Gallery website, collates information for e-newsletters and fliers, and proactively pursues other online opportunities to list gallery programmes.
5.	Supporting the implementation and delivery of the gallery's audience development plan. Collects, collates and analyses visitor data with a view to understanding and retaining current audiences, maintaining and updating audience databases and working to reach new and diverse audiences.
6.	Together with the Pump House Gallery team, works with artists and curators at the gallery to source materials, interesting content and images to support the marketing and PR of gallery and its programmes.
7.	Maintains an in-depth knowledge of the gallery programme, artists, curators and all partners, and also keeping abreast of wider park and arts events in order to respond to public enquiries.
8.	Supports the Arts Marketing and Information Officer in other administrative duties such as collection and collation of press coverage and other materials for reports and archive.
	Administrative
9.	Act as the first point for telephone and email enquiries.
10.	Supports the Arts team through administrative roles such as managing petty cash, managing deliveries, ordering stationary and maintaining electronic and manual filing systems.
11.	Supports the Arts team in the delivery of effective administration across all areas of work relating to the role, including raising and processing payments, project budget monitoring, evaluations, activity risk assessments and management plans, image consent forms, collation of statistics, and preparation of accurate and accessible records and reports on work and projects undertaken as required.
	Other/ Corporate
12.	Responsible for adherence to Enable's Equal Opportunities policy, in respect of both staff and members of the public.
13.	Generally promotes the services of the gallery and Arts Team by assisting members of the public, both in person and by telephone, in a friendly courteous manner.
14.	To be fully aware of and understand the duties and responsibilities arising from the Children Act 2004 in relation to child protection and safeguarding of children and young people and this applies to the role. To also be fully aware of the principles of safeguarding as they apply to vulnerable adults and to ensure that your line manager is made aware and kept fully informed of any concerns which you may have in relation to safeguarding and/or child protection.
15.	Complies with health and safety legislation, to ensure safe working practices of all staff, public and contractors in his/her working environment, in accordance with Wandsworth Council and departmental safety arrangements, policies and codes.
16.	Be aware of any sensitive information held by the gallery and Arts Team and ensure adherence to Enable's Information Security Policy.
17.	As a member of the Culture, Events and Filming Service, contribute to the overall planning and development of the services, provide all necessary input into Enable's working groups, and attend team and any other meetings as required by the Arts Manager .
18.	Carry out other duties commensurate with the role.