Reporting to- Marketing Manager

Department – Sales and Marketing

**Contract Type-** Fixed Term (6 months)

Marketing Assistant (Intern)

Principle purpose of the role

This role is part of the Marketing and Ticket Sales team and is a 6-month placement. You will gain valuable insight and experience into the world of marketing within an arts context. A confident communicator, you will use your creativity to help with marketing and development communications and activities.

This placement will support you to build your confidence, gain hands-on paid experience in a real workplace, and learn important transferable skills.

In this role you will provide valuable administrative and digital support to a small and very dynamic team and will be comfortable carrying out routine tasks individually and as part of a team. You will also cover some shifts as a ticket sales advisor in ticket Office either face to face on the front counter or on the phones in the back office.

The main function of this role is to lead on collating essential event information from producers, promoters and marketing agencies and ensure that all our systems are prepped and up to date with that information, to help with marketing and development communications and activities.

Key relationships: Marketing Manager, Marketing Executives, Ticket Office, and Programming Teams.

**Planning and delivery**

* Support the Marketing Executives, Marketing Manager in the day-to-day admin duties to help deliver marketing campaigns.
* Provide administrative support to the team, through setting up campaign plans for the marketing officers.
* Be the first point of contact for external promoters and producers, gathering copy and images for the website, social media and brochure ensuring it is promptly filed on Share Point
* Prep all images and upload them to the web CMS and Dotmailer in a timely manner.
* Creating draft e-newsletters in Dotdigital and prep social media content.
* Support the team through keeping accurate checklists and ensuring print and copy deadlines are met.
* Develop, update, and contribute to the marketing ‘How to Guide’.
* Maintain the core diary for the marketing team, planning marketing meetings, booking rooms as necessary, taking meeting notes, updating, and distributing meeting action points.
* Help maintain information, files and record systems for the effective documentation and evaluation of marketing activities, ensuring archiving of appropriate material.
* Assist in the production of our annual brochures, contributing and working closely with the Head of Sales & Marketing/Dep CEO
* Attend external meetings with promoters, marketing agencies and venues.
* Re-direct customer enquiries and assist with telephone and email requests for general information.
* Oversee weekly print deliveries, file delivery notes and maintain the weekly print stock check.
* Fill leaflet and poster displays in a timely manner in accordance with the print schedule ensuring they are up to date and well presented. Update the print schedule as required.
* Keep the print room tidy and organised.
* Pre-season campaign preparation - overprint posters and leaflets, send print quantities to companies on request and book external distribution.
* Write a minimum of 2 blog articles.
* Assist in the setting up of special promotions and initiatives.
* Attend press nights and events as required.

**Digital**

* Maintain and update the Lighthouse website with the latest information and materials.
* Assist the team to crop and resize images and upload to the website.
* Update the digital screens working ensuring they are always accurate and up to date.
* Assist in updating social media accounts with current and relevant photos, videos or other content.
* Analyse what visitors are doing on the website, where they came from, and how to attract more users.
* Regularly observe the online activity of model organisations, research and report on social media best practices.

**Communication**

* Maintain and develop good contacts and working relationships with colleagues, customers, artists, contractors, suppliers, stakeholders and external organisations in order to promote the value of the work we deliver.
* Attend regular team briefings and ensure that the flow of information to and from the department is clear, accurate and timely.

**Finance**

* To work within agreed defined budgets.

**Training**

* Take responsibility for their own training and development, including attending and completing relevant induction and mandatory training. Core Training will cover Online IHASCO training and Health and safety as part of the induction.
* To participate with their review process with their line manager, every 6 months and to take up opportunities identified as part of their learning and development.

**Health and Safety**

* Adhere to Health and Safety legislation and Lighthouse’s Policies and Procedures.
* To minimise Lighthouse’s environmental impact wherever possible adhering to and supporting its Sustainability Policy. To include recycling, switching off lights, computers and equipment when not in use. Helping to reduce paper waste by minimising printing/copying, reducing water usage by reporting faults and heating/cooling concerns promptly.

**Representation**

Represent Lighthouse at performances, meetings and events, as and when required.

**Diversity**

To be aware of and embrace the EDIB culture at Lighthouse at all times.

**Values**

.Work to and promote the Lighthouse values of being Aspirational, Welcoming & Excellence.

Any other duties as may be reasonably required.

**Personal specification**

**Essential**

* An active interest in marketing, communications and/or fundraising.
* Excellent communication skills, written, verbal and interpersonal.
* Working knowledge of social media and an interest in how the various platforms can be used in a compelling way.
* Passion for digital culture and new media.
* Good administrative and IT skills (including Microsoft Outlook, Word & Excel).
* Excellent telephone manner.
* Ability to multi-task and manage workload.
* Ability to use initiative and work independently.
* Ability to accurately follow defined processes.
* Good research and internet skills.
* Attention to detail.

**Desirable**

* Previous marketing, fundraising or events experience.
* Basic knowledge of Google Analytics and Adwords or Ad delivery networks.
* Experience of web updating using a content management system.

**Competencies and Skills**

* Excellent communication and interpersonal skills.
* Ability to work unsupervised and take responsibility.
* Knowledge of social networking and digital media.

**Personal characteristics**

* Must enjoy working with people and be customer focused.
* Keen to learn
* Adaptable to change.
* Dynamic, energetic and enthusiastic.
* Flexible and reliable.