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February 2015

Dear Applicant

Marketing Assistant

Thank you for requesting an application pack for the Marketing Assistant role here at ARC.

This pack includes:

- Job description and person specification
- Staffing structure
- Application form and equal opportunities monitoring form

You can find out more about ARC and its programme of events and activities by visiting our website, www.arconline.co.uk

ARC is striving to be an equal opportunities employer. We welcome applications from Black and minority ethnic candidates who are currently under represented in our organisation.

The deadline for applications is **10.00am on Monday 2 March 2015**. Please submit your application by email to recruitment@arconline.co.uk using the application form provided. We do not accept CVs.

Interviews will be held on Thursday 5 March. Please indicate on your application if you are not able to make that date.

Please note that whilst we will acknowledge receipt of your application, due to the high number of applications received for positions at ARC, we are unable to respond to them individually. If you have not been contacted by Tuesday 3 March, please assume you have not been shortlisted.

I hope you decide to apply and look forward to receiving your application.

Best wishes

A handwritten signature in black ink that reads 'Annabel Turpin'. The signature is fluid and cursive, with the first name 'Annabel' and the last name 'Turpin' clearly distinguishable.

Annabel Turpin
Chief Executive

T: 01642 525181 E: annabel.turpin@arconline.co.uk



Supported by
**ARTS COUNCIL
ENGLAND**



Marketing Assistant Job Description

Job Title:	Marketing Assistant
Hours:	40 hours per week Some requirement to work evenings/weekends
Salary:	£13,520 - £15,000 per annum, depending on experience
Based at:	ARC, Stockton on Tees
Reporting to:	Marketing Manager
Holiday entitlement:	20 days

Job Purpose:

The Marketing Assistant will support all aspects of ARC's sales and marketing activity, but will play a particular role in the development of audiences for ARC's creative learning programme.

The Marketing Assistant will be expected to develop an understanding and knowledge of ARC's creative learning programme, to inform promotional activity and support with creative learning administration.

Key duties and responsibilities:

1. Research and deliver promotional campaigns to develop new audiences and participants for all aspects of ARC's creative learning programme.
2. Support the Creative Programmes Manager in making arrangements for creative learning activity, including booking rooms, confirming dates with tutors, preparing contracts and processing participant/consent forms.
3. Manage feedback and evaluation mechanisms surrounding ARC's Creative Learning programme.
4. Undertake a range of administrative tasks for the marketing department, including press cuttings, competitions, mailing activity, preparation of programmes, leaflets and point of sale materials.
5. Provide on the day support for creative learning projects and activities, working with the Creative Programmes Manager to ensure smooth delivery.

6. Represent ARC at external events for the purposes of promoting ARC's artistic programme and creative learning activity.
7. Provide cover for the Box Office staff, selling tickets and acting as the main point of contact for ARC customers.
8. Support direct sales campaigns through telesales and other activity to increase income from new and existing customers.
9. Act in accordance with ARC's policies including its Policy for Protection of Children, Young People and Vulnerable Adults, Health and Safety Policy and Equal Opportunities Policy.
10. Undertake any training as required by ARC.
11. Be a full team member within the department and contribute to the life of the organisation as a whole.
12. Any other duties as may be required as part of the Marketing Assistant role.



Marketing Assistant Person Specification

1. Skills & Abilities		
1.1	Excellent IT skills, including some knowledge of Photoshop and/or other desktop publishing software	Essential
1.2	Excellent organisational skills and ability to prioritise and meet deadlines	Essential
1.3	Excellent verbal and written communication skills	Essential
1.4	High level of accuracy and attention to detail	Essential
1.5	Ability to work diligently and on your own without supervision	Essential
2. Experience		
2.1	Previous experience working in a marketing, sales and press environment	Essential
2.2	Some experience of working with website content management systems, email marketing systems and social networking	Essential
2.3	Experience of working with a CRM system	Desirable
3. Knowledge		
3.1	Knowledge of the arts, education, culture or leisure industries	Essential
4. Qualifications and training		
4.1	Formal marketing or communications qualification	Desirable
4.2	Clean driving licence and own means of transport	Desirable
5. Attitude		
5.1	Highly motivated with passion for the arts and a desire to learn more	Essential
5.2	A genuine interest in creative learning	Essential
5.3	Enjoys a busy working environment and is able to cope under pressure	Essential
5.4	An excellent communicator with both members of the public and other staff	Essential
5.5	Flexible and adaptable to change	Essential
5.6	Available to work in evenings as well as during the day	Essential

Reviewed February 2015

ARC Staffing – Feb 2015

