



# Job Description

## Marketing & Communications Assistant (Maternity Cover Part Time)

### The Role:

The **Highly Sprung Marketing and Communications Assistant** is a key deliverer of both the charity's artistic vision and the advocacy and marketing that supports the delivery of the creative programme. The **Marketing and Communications Assistant** works alongside the charity's directors to further establish the charity as a key provider of inspiring and innovative physical performance projects with, for and alongside children and young people. The **Marketing and Communications Assistant** will assist in the implementation and development of creative and social marketing campaigns and communications for all aspects of the charity's artistic programme.

### Main Duties and Responsibilities:

1. Support in the development and delivery of the charity's marketing strategy and general promotion.
2. Contributions to online maintenance and development of website and social media platforms
3. Management of online databases and e-marketing activities, such as mailouts to stakeholders
4. Deliver social media management and campaigns with a focus on creating exciting content for our various platforms
5. Work with the Charity Directors to generate content as well as develop potential for participant led campaigns on certain platforms
6. Track and report statistics on Website, Social Media platforms and email newsletters/ mailouts so that the data can be used to inform strategies and reports
7. Create the quarterly newsletters and programme specific newsletters
8. Ensure that the shared drives and folders for marketing and media are kept up to date and organised for the team and other stakeholders to access information efficiently
9. Market workshops and events ensuring publicity materials are present and key relationships are nurtured and developed through outreach
10. Report on project progress and targets against the marketing strategy for projects to the directors
11. Support to promote charity events

### Marketing and Communications Assistant requirements

- To contribute to the development of a professional working environment within the organisation.
- To contribute to the organisation's understanding of diversity and to ensure that this understanding informs all the organisation's activities.
- To ensure adherence to the organisation's policies and procedures with particular reference to Equal Opportunities and Health and Safety.
- To work in a flexible manner in line with the organisation's objectives and role and to be willing to undertake other duties as reasonably requested

## **MARKETING AND COMMUNICATIONS ASSISTANT JOB DESCRIPTION (MATERNITY COVER)**

- To provide excellent customer care in dealings with the public
- Deliver marketing materials and content within budget restrictions
- Edit and proofread effective copy for marketing materials, across all projects
- Create and circulate Press Releases, developing relationships with press and sourcing reciprocal marketing connections and opportunities with other organisations
- Create and implement content across social media platforms
- Audit the website as needed and assist in creating fresh content
- Assist in the delivery of our audience engagement strategy
- Undertake the necessary administration involved in delivering the role
- This job description is not exhaustive, and the post holder may be required to undertake other such duties from time to time.

### **Person Specification**

- Ability to work quickly without losing attention to detail.
- Ability to prioritise complex range of tasks.
- A proactive nature and ability to use own initiative.
- Proficient computer skills.
- Some knowledge of Adobe Creative programmes and willingness to train in this area.
- Experience of analysing results through Google and social media analytics, using
  - data to inform campaigns and strategy
- Good digital skills: use of Photoshop, MS Office, Photoshop, e-marketing
  - programs such as infographics and social media channels.
- Experience of creating email campaigns through Mailchimp and managing Mailchimp accounts.

### **Qualifications**

Educated to degree standard or equivalent with excellent literacy and numeracy skills.

### **Summary of Terms and Conditions**

- Salary: £20,800 pa Pro-rata paid in monthly instalments in arrears.
- Contract: This is a part-time position relating to 1 day a week for 46 weeks of the year and subject to a 3-month probationary period.
- You will also be entitled to Bank Holidays.
- Location: The post is based in Highly Sprung's offices, currently in Coventry CV1.
- Hours of work: Hours of work will vary according to the nature of the workload, but generally will be a maximum of 8 hours per week, Monday- Friday, 9.30am – 5.30pm. Additional hours may occasionally be required as necessary for the successful performance of the job, but overtime or time off in lieu will be given.
- To act responsibly at all times to ensure the charity is fulfilling its legal requirements in regard to health and safety and participant protection; working in accordance to all charity policies.
- To carry out any other duties commensurate with the job role.

### **Key Results Areas:**

- The successful and dynamic delivery of new work in both education and performance that maintains the quality and style of work associated with the charity.
- To increase the productivity of the charity, in terms of number of projects delivered and generated.
- To positively advocate the work of the charity by association.

**Relationship management:**

- To maintain partnerships and close working relationships with Charity Directors.
- To work collaboratively with any other person associated with the work of **Highly Sprung Performance Company** to meet the organisation's objectives.

**Special conditions of the post:**

*Particular conditions that the post holder must be willing/able to comply with in order to perform the job:*

- A willingness to travel to venues across the Region (and at times nationally where appropriate) and attend meetings; undertake planning including writing project plans.
- To attend meetings when requested and demonstrate a positive approach to ongoing Personal Professional Development, in order to enhance and develop current practice and skill.
- Some additional evening and weekend work may be necessary on an occasional basis.

*All duties and responsibilities must be carried out with due regard to the Charity's Health and Safety Policy and Equal Opportunities Policy.*

Unit 4, Sandy Lane Business Park  
Sandy Lane, Coventry, CV1 4DQ  
07810263355  
team@highlysprungperformance.co.uk  
www.highlysprungperformance.co.uk