



# Shetland *arts*

## Job Profile

<b>Role</b>	<b>Marketing Assistant</b>
<b>Department</b>	Marketing
<b>Competency Level</b>	Assistant
<b>Rate</b>	£24,242.40 pro rata
<b>Reports to</b>	Sales & Marketing Manager
<b>Responsible for</b>	n/a
<b>Key Relationships</b>	Marketing team Creative Opportunities team Operations Manager Education Manager Customer Service team

### Principle Aim

To assist the Marketing team in all aspects of marketing, including digital and print, both online and offline. This includes assisting with content creation, campaign coordination and administrative tasks to help achieve the overall marketing objectives.

### What you will do:

The following gives an indication of the duties that the post may involve. The exact nature of these duties will change over time and the post holder will be expected to work flexibly and carry out any work that is reasonably required.

1	Assist in delivering the marketing and sales strategy by supporting and implementing promotional campaigns aimed at maximising ticket sales.
2	Contribute to raising the profile and visibility of Shetland Arts by helping to identify, develop and implement promotional opportunities.
3	Support the creation and distribution of marketing materials by sourcing, collating and editing copy and imagery for both digital and print content.
4	Update the Shetland Arts website to ensure all content is current and accurate.
5	Support the execution of marketing activities across email campaigns, social media and press releases, developing high-quality content.
6	Ensure consistent application of Shetland Arts' brand guidelines across all platforms and media.
7	Participate in relevant training and development opportunities to build skills.
8	Assist the Marketing team with programming and promoting the cinema schedule.
9	Monitor the marketing inbox, responding to enquiries or forwarding them to relevant colleagues.



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10	Take responsibility for keeping posters and flyers around the building up to date, relevant and replacing any that are out of date.
11	Undertake any other duties as reasonably required by the Sales and Marketing Manager to support the wider aims of the organisation.



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Competencies	
Leadership & Management	<ul style="list-style-type: none"><li>• You deliver and demonstrate our values.</li><li>• You support Equality, Diversity and Inclusivity through your actions.</li></ul>
Communication	<ul style="list-style-type: none"><li>• You communicate clearly You listen attentively and seek clarification if you need it</li></ul>
Customer Focus	<ul style="list-style-type: none"><li>• You deliver exceptional customer care.</li><li>• You are calm and patient at all times.</li><li>• You find solutions.</li></ul>
Planning & Organising	<ul style="list-style-type: none"><li>• You take responsibility for your workload and tasks.</li><li>• You communicate with your supervisor/manager as required.</li></ul>
Team Working	<ul style="list-style-type: none"><li>• You are a positive, supportive colleague.</li><li>• You get involved and seek out or ask for work.</li><li>• You contribute to the improvement of Shetland Arts through consultations, team meetings and surveys.</li></ul>
Organisational Awareness	<ul style="list-style-type: none"><li>• You understand your role in your team.</li><li>• You minimise waste.</li><li>• You understand how your actions impact customers and colleagues.</li></ul>
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## Person Specification

	<b>Essential</b>	<b>Desirable</b>
Personal features and qualities	Capacity to work under pressure in a calm friendly manner  Flexible, adaptable and responsive  Self-motivated and able to work on own initiative  Willingness to work flexible or unsociable hours as and when required	Passion for the arts
Relevant experience		Use of social media channels such as Facebook and Instagram
Education	Educated to O'Grade, Standard Grades, GCSE, National 5 level or equivalent in English and Maths	
Skills, abilities and knowledge	Good written and spoken communication skills  Good timekeeping skills  Good computer literacy skills	
Other		Current driving Licence or use of own vehicle or access to personal transport