

THE COURTYARD TRUST

JOB DESCRIPTION

Post Title:	Marketing Assistant	Department:	Marketing & Sales
Post Reference:	CY05/043	Grade/Salary:	£11,300 per annum
Hours per Week:	24 (part time)	Based at:	The Courtyard, Edgar Street, Hereford, HR4 9JR (but the post holder may be relocated in the interests of the efficiency and effectiveness of the organisation)
Responsible to:	Head of Marketing & Sales	Responsible for:	Student placements Staff allocated on a project basis

Purpose of the Post

This post is an integral part of the Marketing team, taking on tasks established from campaigns led by the Head of Marketing and Sales and Marketing Officers.

From social media and updating the website to design and copy writing, this post provides administration support to the busy department.

1. Duties & Responsibilities

- 1.1 Responsibility for print and publicity material coming into the building, chasing promoters and distributors for publicity materials and monitoring quantities for film, live screenings and live shows.
- 1.2 Looking after internal displays at The Courtyard, including the digital screens, and finding creative ways of presenting shows, films and activities in the building.
- 1.3 Updating online listings sites to maximise Courtyard event coverage.
- 1.4 Creating content for, and updating The Courtyard's social media accounts, including, Twitter, Facebook & Instagram etc.
- 1.5 Supporting the Marketing & Audience Development Manager at events, with distributing print and managing contacts created through contra arrangements.
- 1.6 Copy writing for blogs and uploading on the relevant sites.
- 1.7 Design work using Adobe InDesign as directed by the Marketing team, including leaflets, plasma screens, posters, etc.
- 1.8 Generating and sending e-shots to the customer database on a regular basis as directed by the Marketing team.
- 1.9 Updating and distributing the weekly sales sheet.

2. Administration

- 2.1 Attendance of weekly marketing meetings, managing campaign diaries and taking minutes of discussions for future marketing activity.
- 2.2 Co-ordinating copy and images for Courtyard publications with the Head of Marketing and Sales.
- 2.3 Minute taking and campaign planning at 'away days' for development/programming meetings.

- 2.4 Website updating and general marketing administration.

3. Budgetary Management

- 3.1 To maintain up-to-date and accurate budgetary records.
- 3.2 Ensure that financial procedures, policies and guidelines are complied with at all times.

4. Planning & Monitoring

- 4.1 To provide creative input into marketing meetings and development days.
- 4.2 Ensure that The Courtyard's customer relationship management system (Spektrix) is maintained and updated, as necessary. Effectively utilise it as a major marketing tool for marketing and reporting purposes whilst adhering to Data Protection laws.
- 4.3 With the Marketing Officers monitor marketing activity as a way of assessing the return on investment and to shape future marketing activity.

5. Miscellaneous

- 5.1 To be familiar with and comply with all policies contained within the Staff Handbook, and all other relevant health & safety, operational, personnel, data protection and financial regulations, policies and procedures.
- 5.2 To be flexible and adaptable, and to undertake any other duties within the organisation that from time to time may be required. In particular, the Marketing and Sales team work very closely, so there may be occasional need for Box Office cover.
- 5.3 The post holder's duties must at all times be carried out in compliance with The Courtyard's Equal Opportunities Policy ensuring equality of opportunity is afforded to all persons both internal and external to The Courtyard, actively seeking to eliminate any direct or indirect discriminatory practices/behaviour.
- 5.4 To work for the benefit of the whole organisation and to keep up to date with the activities of the organisation, across all departments.
- 5.5 Attend any training that may be mutually agreed on for the development of the post.

6. Special Conditions

- 6.1 *Working Hours:* this post is part time (24 working hours per week – meal & other breaks must be taken in addition). Working days may be negotiable with the Marketing and Sales Manager.
- 6.2 The post holder may be required to work unsociable hours, including evenings, weekends and bank holidays, as part of their normal working week.
- 6.3 *Holiday Entitlement:* The Courtyard offers 28 days' annual leave, including bank holidays, pro rata for p/t staff.
- 6.4 The post holder does not qualify for overtime payments, but time off in lieu will be given for any hours worked in excess.
- 6.5 Essential car user (print distribution).
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