



## JOB DESCRIPTION

### Marketing and Administration Assistant

<b>Salary:</b>	£8,400 (based on £21,000 per annum full time)
<b>Contract:</b>	Fixed term – 12 months
<b>Responsible to:</b>	General Manager
<b>Holiday Entitlement:</b>	33 days per annum pro-rata (inclusive of 8 days statutory holiday)
<b>Hours:</b>	2 days per week (14 hours) – normally 9.30am to 5.30pm
<b>Pension entitlement:</b>	Option to opt-in to pension – 5% employer contributory with 2.5% employee contribution

*Whilst this is an office-based role the post holder will occasionally be required to work outside these hours in the evenings and weekends. At these times the company operates Time Off in Lieu (TOIL).*

#### About Spare Tyre

Spare Tyre is one of the UK's leading participatory arts charities, with 40 years experience of producing bold and powerful theatre with voiceless communities. We use innovative performing and digital arts to challenge prejudice and transform lives, enabling unheard stories to be shared. We currently work with people aged 60+, adults with learning disabilities, economically disadvantaged communities, women who've experienced violence, and people with dementia and carers. Equality, accessibility and diversity are at the heart of everything we do.

#### Main Purpose of Post

The Marketing and Administration Assistant undertakes day-to-day administrative and marketing duties and co-ordinates a wide range of company activities working closely with the General Manager.

#### Marketing

- Working closely with the General Manager to deliver all marketing activity such as creating campaigns, planning and implementing print marketing, market research and email/postal mailouts
- Lead on designing and implementing digital marketing including social media – writing and scheduling content, being responsive, finding new opportunities to raise the profile of Spare Tyre through digital platforms

- Lead on maintaining our website using our CMS, ensuring content is up to date and appropriate
- Manage delivery of the company's monthly newsletter
- Support the General Manager with press and listings – drafting press releases, sending and posting listings and PR as appropriate
- Support management of freelance designers, photographers and PR professionals
- Write copy and proof marketing and communications content
- Support the General Manager in ensuring effective communication with all Spare Tyre stakeholders including volunteers and participants

### **Office Management**

- Manage the company's information requests via email or telephone
- Manage company resources including office equipment and stationery
- Manage IT resources in collaboration with the Company's IT support providers
- Support the General Manager to organise quarterly Board meetings
- Support the General Manager to undertake room bookings

### **Data Management**

- Collate and process statistical data and feedback on a quarterly basis for internal and external use in consultation with the General Manager
- Ensure the company's database is properly maintained, kept up to date and adheres to legislation

### **Project Management**

- Support the General Manager with agreed tasks such as booking tours, venues, workshops
- Support management of volunteers and placements
- Work with the Executive Director to organise events and community activities to support the company's advocacy and fundraising activity

### **General**

- Being a committed member of the company willing to take on a wide range of responsibilities as necessary to ensure the successful development of projects and the smooth running of the organisation
- To represent the company at meetings, seminars, conferences and other public events whilst networking on behalf of Spare Tyre
- When necessary deputise for the General Manager

## **PERSON SPECIFICATION**

Listed below are the experience, knowledge and skills required to undertake this job. These will form a key part of the selection process

### **Essential**

- Minimum 1 year experience in an arts or charity environment
- Proven administration and marketing experience
- Excellent communication skills via phone, email and face to face with people from a range of backgrounds and communities
- Ability to work both independently and in a small team
- Ability to prioritise and manage time
- Ability to work under pressure and to deadlines
- Confident and willing to travel throughout London
- Interest in participatory and community arts
- Ability to manage time well
- Flexible and willing to learn
- Good level of computer skills including email, Word, Excel

### **Desirable**

- Experience of database management
- Experience of website management
- Knowledge of Adobe Creative Suite (Photoshop, InDesign) or other digital design/image manipulation software
- Knowledge of basic film or audio editing
- Experience in the Participatory Arts sector

### **Disclosure and Barring Service (DBS)**

If you are offered this position you will be required to undergo an appropriate level of DBS check and provide evidence of having completed such a search.