

Job Description

Job title: Marketing Assistant P/T - 9 month contract
 Reporting to: Programme Director
 Staff responsible for: No direct reports
 Functional responsibility: To assist Broadway's marketing and audience development team, with a particular focus on Broadway's film and events programme.
 Hours worked: 18.75
 Salary Grade: Grade 6 (Level D) (£15,003 pro rata)
 Date issued: April 2017

Duties & Measures	
Duty 1 Measures	<p>To Assist the Marketing Co-ordinator by:</p> <ul style="list-style-type: none"> • Entering film and events copy onto the Vista booking system and website • Sourcing and producing imagery for the website, internal signage and e-comms • Assisting with Broadway's social media communications including Twitter, Facebook and Instagram • Creating and sending out Broadway's weekly e-newsletter • Ensuring that the Broadway website is continually updated • Ensuring the internal carousel images are continually updated • Coordinating competitions, special promotions and advertising as well as reciprocal promotional activities with other arts organisations. • Assisting with the weekly press and customer feedback round-up
Duty 2 Measures	<p>To Assist the Audience Development team by:</p> <ul style="list-style-type: none"> • Creating e-flyers to target films and seasons • Updating the database of contacts for targeted mailings • Extracting data from the Vista Box Office system • Inputting accurate data on spreadsheets for reporting to funders • Assisting in target digital campaigns such as Facebook boosting • Assisting with digital and print customer surveys
Duty 3	General administration

Measures	<ul style="list-style-type: none"> • Coordinate daily general queries (phone, email, in-person) from the Broadway membership, customers and general public when required • Assisting with the administration of Broadway’s festivals and special events
Duty 4 Measures	<p>General Requirements</p> <ul style="list-style-type: none"> • Be computer literate, able to develop new skills quickly and use Microsoft Office, Outlook and be self-servicing in office administration. • Be committed to, and be actively involved in, excellent customer service and best practice in both internal and external communications. • Attend staff and management meetings as required. • Work effectively in a team, sharing responsibility with and supporting other managers. • To receive supervision and appraisal and be committed to own development. • To be committed to and work within Broadway policies and procedures.