Trinity Community Arts

Marketing Assistant – Volunteer

Role and Responsibilities

Projects
- to work with the Events Coordinator and Administrator to support creating a communications strategy for TCA
- to support an audience development plan for TCA
- to deliver and support marketing campaigns for TCA activities which may include national and local advertising campaigns, where needed

Communications
- to work with the Events Coordinator and Administrator to maintain and regularly update the events section of the website including adding new events, reviews and news items
- to contribute to TCA's social media and digital strategy
- to develop and maintain good relationships with partners and promoters
- to assist with the monthly e-news letters and e-lists for events
- to keep aware of trends and apps which might impact on Trinity's activities

Print, design and distribution
- to liaise with designers and printers to produce flyers, posters and any other print necessary to promote TCA events and activities
- to liaise with promoters regarding their print requirements
- to collate information required for print and liaise with the designer and printer

Administration and general
- to contribute to the collection of audience/event data and reporting systems as required
- to attend TCA-hosted events
- to attend and participate in such training as required

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Registered Charity Number. 1144770   Registered Company Number. 4372577   VAT Number. 123388420

Essential
- Confident and outgoing with excellent communication skills
- Strong IT skills with knowledge of different operating systems and software
- Experience in promotions or marketing
- Good knowledge of new media and social networking
- Ability to work using own initiative
- Confidence to develop good working relationships with a diverse range of contacts including commercial clients
- Excellent telephone manner
- Strong organisation and time-management skills
- Ability to meet deadlines and to work under pressure

Desirable
- Experience of working in a community arts or music organisation or the voluntary sector
- Experience of working within a multicultural community and understanding of key issues i.e. working with refugee communities
- Knowledge of Linux and Open Source software packages
- Experience working within an education environment or with young people