



## **Programme & Marketing Assistant Job Description**

Working with Multistory's Project Manager, the Programme & Marketing Assistant will support the delivery of Multistory's work programme. This role will focus on the following areas.

### Programme & Events

To assist with the research, planning, co-ordination and delivery of new and existing projects within the Multistory programme. Tasks will include assisting with the following.

1. Arts programme research.
2. Project co-ordination and administration.
3. Artist liaison and support.
4. Event planning, co-ordination and delivery.
5. Installation / de-installation of exhibitions.
6. Organising and maintaining the electronic Multistory Archive folder on the company server.
7. Organising and maintaining the physical Multistory archive.
8. Monitoring and evaluation of projects and support the production of annual reports to funders.
9. Using the on-line Audience Finder audience data and development tool to record Multistory's engagement numbers and produce reports.

### Marketing

To help to produce and implement a marketing and audience development plan and social media plan that enables Multistory to promote their activities and connect with audiences. Tasks will include assisting with the following.

1. Support the production and implementation of a new marketing and audience development plan.
2. Assist in writing press releases and working with colleagues to co-ordinate press and media campaigns and communicate with any PR and / or media agency employed by Multistory.
3. Gathering content, writing and distributing Multistory e.newsletters.
4. Maintaining and developing Multistory mailing lists.
5. Gathering content and writing copy for projects, events, website, fundraising, PR and marketing materials, invitations and publications.
6. Liaising with artists, designers, authors, printers re no. 5.
7. With the support of Multistory colleagues, manage Multistory's website and social media channels.
8. Produce and post social media content in line with the social media plan.
9. Distribution of physical promotional material.

### General

1. To attend staff meetings as required.
2. To represent Multistory at external meetings, seminars, conferences and exhibition openings as required.

## **Person Profile and Key Skills**

### Essential

1. Strong co-ordination and administrative skills with attention to detail and efficient management of time, multiple tasks and priorities.
2. Strong marketing, communication, oral and writing skills.
3. Knowledge and experience of social networking tools.
4. Able to work on own initiative, and as part of a team, and anticipate situations and problems and find appropriate solutions.
5. Excellent interpersonal skills, able to assert self-confidently but sensitive to others' needs.
6. Self motivated, creative, enthusiastic and ability to learn quickly.
7. Positive 'can do' attitude with the ability to remain calm under pressure and be flexible and adaptable.
8. Computer literacy, including Word, Excel, Outlook, PowerPoint.
9. Commitment to equal opportunities and cultural diversity.
10. An interest in the arts.

### Preferable but not essential

1. Experience of events planning and co-ordination.
2. Experience of installing exhibitions.
3. Knowledge of Adobe Photoshop, In-Design and updating websites but training can be provided.
4. Clean driving license.

This is initially a 6-month post (subject to review at the 5 month stage), part-time, 2 days per week. Days can be to suit but there will be specific days when you will need to attend events (please note that these will be at locations around Sandwell / the Black Country). You must be able to work flexible hours, and sometimes work on weekends and evenings when required depending on programmed events. It is a freelance, self-employed contract and you will be responsible for your tax and NI contributions.