



EMERGENCY
EXIT ARTS

Emergency Exit Arts

Job Description

Marketing and Events Assistant (F/T)

About Emergency Exit Arts (EEA)

Founded 1980, EEA began as an artists' collective born out of a desire to radically transform the ordinary into the extraordinary. At a time of social and political change we aspired to make a positive difference to people's lives, particularly those who were discriminated against and those living in economically excluded communities across London and the UK. Now a registered charity and one of the Arts Council England's National Portfolio Organisations, EEA has evolved into the reputable outdoor arts company it is today, still pioneering and still inspiring change through creativity.

EEA are clear about what it is we want to achieve and how we are going to achieve it. Our vision is to inspire change through creativity. We will do this by:

Enhancing places by making dynamic and surprising work in the public realm
Enabling people to be creative and confident
Astonishing audiences with moments of wonder

Main purpose of the job

EEA is looking for a creative and highly organised individual with proven experience in a similar role. The Marketing and Events Assistant will be responsible for developing and delivering an engaging and exciting social media platform and general marketing, to boost attendance across all our events both digitally and physically. You will assist with organisation and delivery of EEA's ambitious programme of events and in the general running of the organisation. You will have a commitment to delivering outstanding customer service to both internal and external clients and have a positive, organised and calm attitude and an ability to work flexibly on your own initiative.

EEA is committed to being an equal opportunities employer. We are particularly interested in receiving applications from people with diverse backgrounds.

Key areas of responsibility

- Marketing and social media
- Project management support
- Customer care
- General administrative support

Reporting to: General Manager

Duties and Responsibilities

Marketing and Social Media

- Support a wide range of multiplatform marketing activity to include online and social media advertising, mailings, print productions and distribution



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- Assist with collection and analysis of data to support the marketing and audience development strategy
- Assist in developing and maintaining the email database and other marketing contact lists
- Proof-read, write and assist in the creation of marketing and communications materials including promotional copy and visual assets as required
- Ensure the company website is updated regularly
- Support the General Manager in the creation and distribution of quarterly newsletters and marketing campaigns
- Monitor presence and share content on social networking sites including Facebook, Twitter and Instagram, posting on relevant blogs and seeding content into social applications on a regular basis.
- Develop content for social media channels including photographs and videos
- Respond to all enquiries promptly, professionally and positively

Project Management Support

- Support the project management of EEA's programmes through communication with creative practitioners, schools, venues, community groups and other stakeholders
- Assist with the drafting of Creative Practitioner contracts as required
- Research and book travel and accommodation as required
- Assist with scheduling workshops and event timetables
- Attend events supporting the team, representing EEA and posting content on social media
- Ordering materials and equipment as required

General Administrative Support

- Maintain an approachable and welcoming presence at the reception desk throughout the day, dealing efficiently with all visitors to the premises.
- Act as the first point of contact for all visitors, deliveries and phone calls
- Provide hospitality for visitors and meetings as required
- Distribution and reconciliation of petty cash, to ensure that cash transactions and the records of such are accurate and promptly reconciled
- Assist with general office duties as required
- Minute company meetings as required
- Support in setting up company meetings, including printing of papers and arranging refreshments

General

- Comply with company policies relating to the Health and Safety at Work Act 1974 and the Management of Health and Safety at Work Regulations 1999 at all times
- Comply with company policies relating to equality of opportunity and diversity at all times
- Be an enthusiastic advocate of EEA and have a thorough understanding of the company's mission, vision and aims
- To undertake other related duties as required within a reasonable workload



PERSON SPECIFICATION

Candidates need to possess the following attributes/skills to be considered for the position of Marketing and Events Assistant:

Essential knowledge, skills and experience

- Demonstrable experience of creating marketing content and management of social media channels
- A friendly and welcoming attitude
- Excellent attention to detail and highly organised
- Strong customer service skills
- Excellent interpersonal and presentation skills
- Initiative and the ability to structure time and prioritise effectively
- Excellent oral and written communication skills
- Commitment to equality and diversity
- Prior experience of working in an administrative capacity
- Willingness to work flexibly
- A capacity to operate and understand IT packages and databases (affinity with Microsoft Word, Excel, Outlook, PowerPoint)

Desirable knowledge, skills and experience

- An enthusiasm and knowledge of outdoor arts and participation work with young people
- Ability to create simple promotional images and videos
- Experience of working with databases, ideally a customer relationship management system
- Previous experience in an events environment
- Willingness to undertake training necessary to carry out duties

TERMS AND CONDITIONS

Salary: £20,000 per annum

Contract: 5 days per week, fixed term until 31st March 2020. This is a new role and we hope to make it permanent in the future.

Pension: Auto-enrolment in company pension scheme with 3% employer contribution and 5% employee contribution.

Holiday: The employee shall be entitled to 22 days holiday per year increasing by one day per full year of employment up to a maximum of 30 days, plus all statutory, public holidays. Holiday entitlement will be accrued according to the length of time served.

Hours: The normal working day is 8 hours (including 1 hour lunch). Working hours are 9am – 5pm. Some evenings and weekend work will be required. TOIL will be granted as appropriate.

Probation: 6 months from the first day of appointment



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Notice Period: During the probation period the notice period will be 1 week, on either side. After completion of the probation period this will increase to one month, on either side.

MAKING AN APPLICATION

Please send a copy of your CV, a completed equal opportunities form, and a cover letter, outlining your interest in the position and how you feel you meet the person specification, via **email** to **info@eea.org.uk**

Your cover letter should be no longer than two sides of A4 paper.

Please use the following as the subject heading for your email – **Marketing and Events Assistant APPLICATION**

The deadline for applications is **Monday 1st April, 10am**. Any applications received after this point will not be considered.