



# *indigo*

Award-winning audience specialists

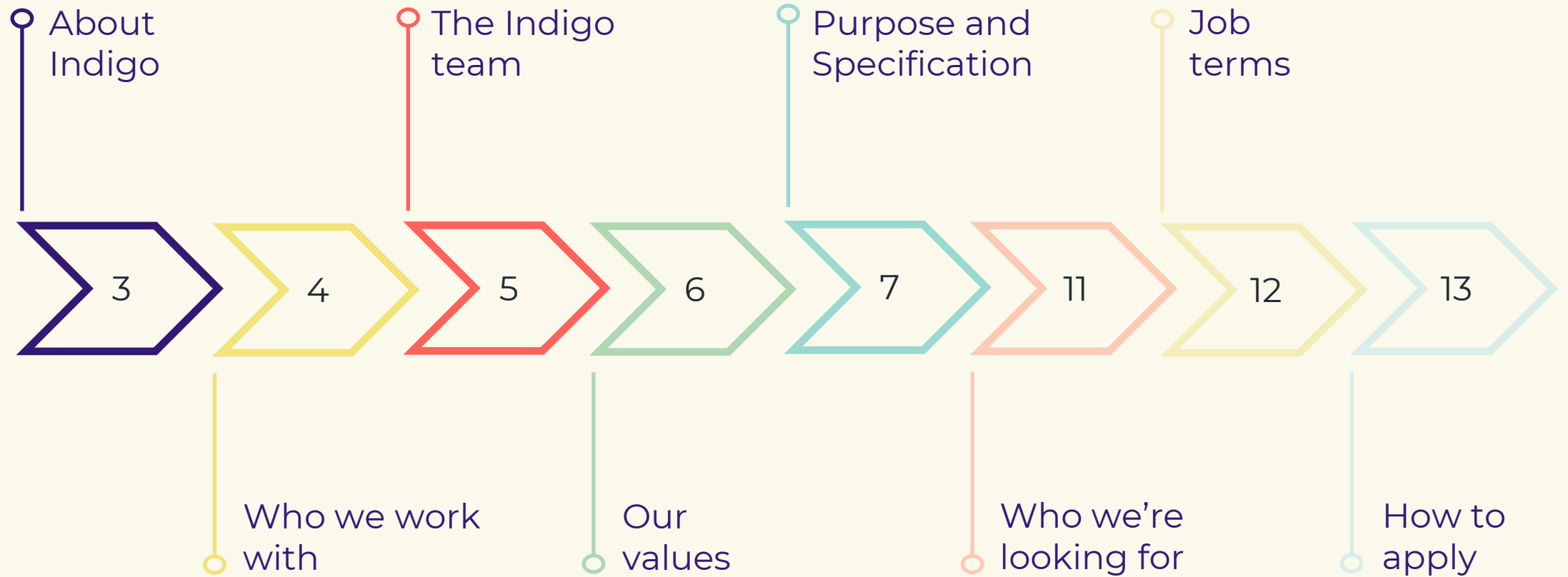
Marketing & Admin Assistant  
Recruitment Pack and Job Description

Date: 22 December 2025

[www.indigo-ltd.com](http://www.indigo-ltd.com)



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# About Indigo

Our purpose is to equip creative and cultural businesses to thrive by putting the voice of the audience at the centre of their decision-making.

Indigo is a small but rapidly growing consultancy and insight company. We provide audience insight, research, evaluation and consultancy for individual organisations and the sector as a whole.

We pride ourselves on our commitment to and knowledge of the cultural sector. Most of the team have previously worked in cultural organisations and we are in regular contact with many cultural organisations through conferences and webinars, as well as working with them directly as clients.

Our work has been recognised with a number of [sector awards and nominations](#), including winning Best Collaboration at the Midlands Marketing Awards, Gold for 'Outstanding Leadership' and Silver for 'Best Pivot or Reinvention' at the Covid Response Awards, and winning the 'Insights and Analytics' category at the Ticketing Business Awards.

There are three main strands to our work:

**Large-scale sector-wide projects** These projects are often with a funding body or umbrella organisation as our client, for example our work as [Lead Evaluator for the Birmingham 2022 Festival](#).

**Organisation-specific consultancy** We work directly with cultural organisations across the UK on a range of projects. These include bespoke audience research, creating audience development and marketing strategies and supporting organisations to develop impactful CRM strategies.

**Indigo Share** This is our suite of collaborative research products and services. Our flagship post-visit survey, Indigo Share Subscription, is used across the UK and Ireland; our Indigo Share Hot Topics look at sector-wide issues; and Indigo Share Discover helps organisations use our Audience Panel of 16k people to answer critical questions quickly.



# Who we work with



# The Indigo team

Our award-winning team consists of marketing, insight, research and audience development specialists with a passion for arts and culture.



**Katy Raines**  
**CEO**



**Jacob Barns**  
**Consultant**



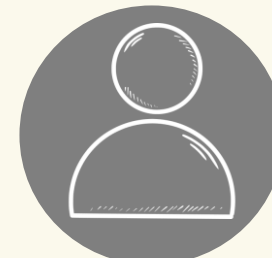
**Anastasia Starikova**  
**Research and Data Executive**



**Flo Carr**  
**Associate Director**



**Laura-Jane Taylor**  
**Consultant**



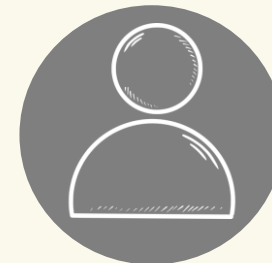
**Recruiting**  
**Research Executive**



**Kerry Radden**  
**Associate Director**



**Helen Wintle**  
**Consultant**



**Recruiting**  
**Marketing & Admin Assistant**

# Our values



## Excellence

We have high standards and always want to exceed clients' expectations.



## Creativity

We are inventive and innovative, finding new ways to tackle problems.



## Openness

We are honest with each other and with clients, building trusting relationships. We are open about our mistakes and are always learning.



## Collaboration

We value and actively seek one another's input into our own work. We see ourselves as an extension of the client's team and help the sector work together as we know the whole is greater than the sum of its parts



A photograph of a museum gallery with a large, ornate glass and metal skylight ceiling. The walls are lined with numerous framed paintings. Several people are visible in the gallery, some standing and looking at the art, others sitting on a black bench in the foreground. The floor is made of light-colored stone tiles.

# Marketing & Admin Assistant

## Purpose and specification

This post requires an enthusiastic and proactive marketing or administrative professional who would like to join the Indigo team to deliver a wide range of administrative support with our projects and wider business development.

As a member of our small team, working remotely, you will work closely and collaboratively with the rest of the team to ensure that all our work is delivered to a high standard and that everyone's work runs smoothly and efficiently. We're a team that works at pace and communicates actively.

We are looking for someone who has some experience or interest in the cultural sector. We think this role would suit you if you're interested in audiences, extremely efficient and organised, like getting things done and you aren't scared of a spreadsheet.

**There are three key areas of responsibility for this role:**

- 1. Project support and administration**
- 2. Marketing support and administration**
- 3. Business support and administration**

The following job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

# Marketing & Admin Assistant

## Project support and administration

### Project support and admin

Ensuring projects run smoothly by assisting with arranging meetings, taking notes if required, circulating actions and following up with clients and internally.

Supporting the preparation of client proposals and conference presentations.

Using a range of systems and software and ensuring project folders are well organised and up-to-date.

Following and implementing our project management procedures.

### Indigo product support

Supporting Indigo Share programmes and future Indigo products by providing efficient administration of survey links, troubleshooting or other tasks

Helping to test and develop innovations in our own product offer.

### Business administration

As part of our small team, supporting the smooth running of the company by assisting with office, finance and admin tasks.

### Collaborative working

Contributing to project meetings, helping to create or proof presentations and reports.

### Research support

Undertaking structured desk research on cultural organisations and audience behaviour for example by looking at their websites, population data or reports on audience initiatives.

Recruiting participants for research, arranging online sessions, communicating and reminding participants, administering incentives.

Building surveys in our survey software, testing and troubleshooting problems, ensuring clients receive a high level of service (full training required). Downloading survey results and checking and tidying Excel spreadsheets.



# Marketing & Admin Assistant

## Marketing support and administration

### Indigo Share Audience Panel

Ensuring our Audience Panel data is updated regularly, communicating with the Audience Panel to keep them engaged and helping increase the Panel with targeted marketing activity.

### Communications

Communicating to our existing Indigo Share users and current clients, via email, and maintaining the mailing list.

### Updating website

Updating pages, post and news stories, and drafting and publishing social media posts.

### Planning and co-ordination

Keeping team informed of progress against the marketing activity planner, keeping all ongoing tasks up to date in our project management systems

### Event support

Supporting with webinar events and conferences.

# Marketing & Admin Assistant

## Business support and administration

### Business administration

Supporting the smooth running of the business by undertaking routine tasks to support the business. These will include processing invoices, receipts and expenses; researching and arranging travel options; organising and diarising meetings

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### Systems support

Supporting the implementation of new systems into the business. This may include data preparation, file management, proofing and checking.

# Who we're looking for

We're looking for someone who can be a great fit with our team and values. We think this person is likely to have the following skills and experience.

## Essential

- Ability to work at pace on varied and complex projects with multiple colleagues, reacting quickly and efficiently.
- Ability to be adaptable and take responsibility for delivering tasks
- Confident 'operating in beta'. For us, this means being comfortable when things are not completely clear at the outset and still being able to take the next step in the process.
- Exceptional and proactive organisational skills, attention to detail and an ability to work thoroughly and systematically.
- Exemplary written and verbal communication skills with the ability to listen well and build great relationships internally and externally.
- A confident user of standard IT software, including Microsoft Excel and PowerPoint.
- A willingness to learn new systems and software, undertaking relevant training.
- An approachable, professional attitude and a willingness to ask for help where necessary.
- Self-motivated and comfortable working alone in a remote-working structure, but keen to communicate regularly.
- An interest in working in arts and cultural administration

## Desirable

- Experience of or interest in working in a cultural organisation or sector support organisation.
- Marketing experience.

# Job terms



£26,600 p/a + company bonus\*

Pro rata for part-time

Permanent

\*Subject to completion of probationary period; discretionary based on company performance



37.5 hours per week

Ideally this would be a full-time role

We would be very happy to have a conversation about flexible working patterns



Remote working within the UK

Travel for quarterly team meetings in Birmingham (at your own cost)

Occasional travel for in-person client meetings (travel expenses covered)

This role reports to one of our Consultants and we encourage you to have occasional face-to-face time with your line manager

UK based applicants only. You must have the right to work in the UK.



We will provide internal training on all our internal systems, and work with you to assess any additional training needs which are specific to this job role.

We require all staff to undertake Carbon Literacy training within their first few months.

As an employee of Indigo, you will have membership (through our corporate membership) of the Arts Marketing Association, with access to related online training, networking events and resources.

We can also provide career support and mentoring and networking opportunities within the sector.

# How to apply

Please send the following to [recruitment@indigo-ltd.com](mailto:recruitment@indigo-ltd.com) as **two separate PDF or Word attachments**:

## 1. Cover letter

Your cover letter should tell us why you're interested in the job and highlight your relevant experience and how that meets our Essential – and, where possible, Desirable – criteria.

## 2. CV

Your CV should give us your employment history to date, listing main duties or achievements; your academic qualifications; and any additional skills or qualifications you have. Please include **two references** we can contact if we offer you the role.

## Deadline

6pm on 15 January 2026

## Get in touch

If you have any questions or would like a conversation about the role, please contact [recruitment@indigo-ltd.com](mailto:recruitment@indigo-ltd.com)

# Thank you