**MARKETING ASSISTANT**

**APPLICATION PACK**

Thank you for your interest in the above vacancy.

Details of the background and context to this role can be found in this pack.

**How to apply**

Please complete the following:

1. Application form
2. Covering letter explaining why you are applying for the position, and how your experience and expertise fits the role
3. Up to date CV which explains any gaps in employment

Once you have completed your application documents, please return them before the closing date to:

Penni Pierce  
Executive and Project Assistant

Creative Foundation

Quarterhouse  
Mill Bay

Folkestone

Kent CT20 1BN

Or alternatively, please email your completed application to: [pennipierce@creativefoundation.org.uk](mailto:pennipierce@creativefoundation.org.uk)

If you have any questions relating to this vacancy, please contact Ioannis Ioannou by email: [ioannisioannou@creativefoundation.org.uk](mailto:ioannisioannou@creativefoundation.org.uk)

**Deadline**

Closing date for applications: Friday 9th January 2015

**ABOUT THE CREATIVE FOUNDATION**

**Our Vision**

The Creative Foundation is a unique arts organisation with a range of activities meaning it makes a positive difference to the town, the region, its inhabitants and its visitors. This gives the charity a significant advantage in making it a great place to work.

**Our Mission**

The Creative Foundation is an independent arts charity dedicated to enabling the regeneration of Folkestone through creative activity. Working with the people of Folkestone, our partners and other stakeholders we will transform the town making a better place to live, work, visit and study.

**Our goals and objectives**

**Goal 1: Creatively engage the people of Folkestone**

Objective 1: Bring quality art to the town for everyone in Folkestone

Objective 2: Bring quality creatives to Folkestone and the Creative Quarter

Objective 3: Provide opportunities for people to develop creatively

Objective 4: Encourage creative engagement with partners and agencies

**Goal 2: Creatively transform the look of Folkestone**

Objective 1: Bring artwork to the town

Objective 2: Creatively maintain the Creative Foundation portfolio

Objective 3: Ensure the Creative Quarter public realm looks and feels   
 attractive

Objective 4: Encourage creative engagement by relevant bodies and   
 individuals with property and the public realm

**Goal 3: Creatively change the economy of Folkestone**

Objective 1: Attract and retain new creative businesses

Objective 2: Deliver the creative visitor economy

Objective 3: Attract creatively engaged people to live in Folkestone

Objective 4: Encourage creative investment in Folkestone by others

**Goal 4: Change the reputation of Folkestone as a creative town**

Objective 1: Promote the Creative Foundation model for immersive  
 creatively-led regeneration

Objective 2: Effective promotion of Creative Foundation activities

Objective 3: Create a virtual Creative Foundation through digital   
 technology

Objective 4: Encourage others to promote the reputation of Folkestone

**Goal 5: Create a sustainable Creative Foundation**

Objective 1: Have a clear understanding of CF’s vision, mission, values   
 and business plan

Objective 2: Align the financial model with the organisation's vision

Objective 3: Invest in resources, including staff, to deliver the vision

Objective 4: Build appropriate partnerships to deliver the vision

<http://www.creativefoundation.org.uk/>  
  
Other Creative Foundation projects:

[Creative Quarter](http://www.creativequarterfolkestone.org.uk/)

[Quarterhouse](https://www.quarterhouse.co.uk/)

[Folkestone Book Festival](http://www.folkestonebookfest.com/)

Folkestone [Artworks](http://folkestoneartworks.co.uk/)

[Folkestone Triennial](http://www.folkestonetriennial.org.uk/)

**JOB DESCRIPTION**

**Job Title:** Marketing Assistant

**Salary:** £16,400 per annum

**Reports to:** Marketing and Engagement Manager

**Location:** Quarterhouse, Mill Bay, Folkestone, Kent CT20 1BN

**Full time**

**Purpose of Job/Key Objectives**

As part of a small and dynamic Marketing and Engagement team, the Marketing Assistant will work closely with the Marketing and Engagement Manager to promote the Creative Foundation and its five projects, in order to enhance its profile as well as increase and diversify its audiences.

The Marketing Assistant will aid the Marketing and Engagement Manager in delivering marketing and communication campaigns for the Creative Foundation projects, including Folkestone Quarterhouse, Folkestone Triennial, Creative Quarter, Folkestone Book Festival and Folkestone Artworks, with specific emphasis on communications through our websites, social media and other digital technologies.

**Principal Duties/Tasks and Responsibilities**

* Work with the Marketing and Engagement Manager to prepare, produce and distribute promotional material including posters, brochures and other generic marketing material.
* Work with the Marketing and Engagement Manager to develop print and online advertising campaigns to support the work of the Creative Foundation and its projects.
* Develop, maintain and update marketing contact lists and databases.
* Working with the Marketing and Engagement Manager to co-ordinate direct marketing activities, including print or e-marketing newsletters/bulletins.
* To monitor ticket sales for Quarterhouse, Folkestone Book Festival and other ticketed events and use Spektrix to inform effective marketing campaigns.
* Working with other members of the Creative Foundation team, develop appropriate market research to monitor and evaluate marketing activities as well as the public offer.
* To ensure that the Creative Foundation’s press cuttings and publicity archives are regularly updated.
* To undertake research as requested by the Marketing and Engagement Manager.
* Work with other stakeholders on joint campaigns to promote art and culture in Folkestone and East Kent.
* Manage the content on the Creative Foundation, Folkestone Quarterhouse, Folkestone Book Festival, Folkestone Triennial and Folkestone Artworks websites, writing new copy and keeping existing content accurate and up to date.
* Develop clear communication plans and manage content of the Creative Foundation social media channels on Facebook, Twitter and Instagram, developing a network of supporters who interact with the organisation digitally and identify other digital channels that the Creative Foundation can have a presence in.
* Become a digital champion for the Creative Foundation encouraging and coaching other departments and stakeholders to create digital content.
* Work with the Marketing and Engagement Manager to ensure consistent use of the Creative Foundation brand across the organisation and act as a brand guardian at all times.
* Undertake any other duties as required in support of the aims and objectives of the Creative Foundation.
* A level of flexibility regarding availability outside normal working hours and weekend working is required to attend events, openings and meetings.
* To maintain high standards of customer care in dealing with members of the public.
* To contribute towards the day to day running of the Creative Foundation and adhere to its policies.

**NB. this job description is provided to assist the post holder to know their principal duties. It may be amended however from time to time in consultation with you, by or on behalf of the Creative Foundation Chief Executive without change to the level of responsibility appropriate to the grading of the post.**

**Person Specification**

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| **Essential** | **Desirable** |
| **Skills, experience and knowledge**   * Previous experience of working in marketing * Experience of managing digital communication channels including websites, and social media, such as Facebook and Twitter * Excellent communication skills, specifically written English * An eye for detail and good proof reading skills * Excellent IT skills with specific experience of working with databases and MS office applications * Interest in the visual and performing arts and understanding of the aims and objectives of the Creative Foundation * Demonstrate excellent administration and organisational skills, working under pressure to tight deadlines whilst managing multiple projects * Demonstrate an awareness and understanding of marketing within an arts and regeneration environment   **Approach to work**   * A positive team player * Flexible and adaptable * Creative and innovative * Proactive and dynamic * Demonstrates initiative when required | **Skills, experience and knowledge**   * Relevant experience in an arts organisation and/or visitor attraction * Marketing, IT, design degree or other qualification * Arts related degree or other qualification * Experience of using Photoshop or InDesign |

**MARKETING ASSISTANT**

**APPLICATION FORM**

**SECTION 1: APPLICANT DETAILS**

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| **Name:** |  |
| **Address:** |  |
| **Mobile number:** |  |
| **Home telephone:** |  |
| **Email address:** |  |

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| Are you legally eligible for employment in the UK? |

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| How did you hear about this vacancy? |

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| What is your earliest availability to take up this new position? |

**SECTION 2: DECLARATION**

Please sign below to indicate that you are providing full and accurate information in your application, including this form, your covering letter, CV and any subsequent interview; and that furthermore you understand that withholding or misrepresenting relevant information may be grounds for dismissal.

Signature: Date:

|  |
| --- |
| (FOR OFFICE USE ONLY)  DATE RECEIVED:  DATE OF INITIAL RESPONSE: |

**SECTION 3:**

**PLEASE PROVIDE A RESPONSE TO THE FOLLOWING QUESTION, USING NO MORE THAN 500 WORDS:**

Why do you think you are suitable for the post of Marketing Assistant, and what skills will you will bring to the role?

**SECTION 4:**

**REFERENCES**

Please provide details of two referees, one of whom is your current or most recent employer (or key client if freelance), and indicate at which stage you consent for these references to be taken up.

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| **Name:** | **Relationship to you:** |
| Address: | Contact numbers: |
| Email address: | Please contact prior to interview  YES/NO |

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| **Name:** | **Relationship to you:** |
| Address: | Contact numbers: |
| Email address: | Please contact prior to interview  YES/NO |

**Equal Opportunity Monitoring Questionnaire**

**Job Title:** Marketing Assistant

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| **Gender:** | | Male | | |  | | | 🞎 | |
|  | | Female | | |  | | | 🞎 | |
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| **Age:** | | |  |  | | --- | --- | | 18 – 25 |  | | 26 – 35 |  | | 36 – 45 |  | | 46 – 55 |  | | 56 – 65 |  | | Over 65 |  | | | |  | | | 🞎 | |
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| **Ethnicity/cultural diversity**  Please choose one from A to E, then tick the appropriate box to indicate your background. | | | | | | | | | | |
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| A | White | | |  | |  | | |  | |
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|  | British | | |  | |  | | | 🞎 | |
|  | English | | |  | |  | | | 🞎 | |
|  | Scottish | | |  | |  | | | 🞎 | |
|  | Welsh | | |  | |  | | | 🞎 | |
|  | Irish | | |  | |  | | | 🞎 | |
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|  | Any other white background, please write in:  ………………………………………………… | | | | | | | | | |
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| B | Mixed | | |  | |  | | |  | |
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|  | White and Black Caribbean  White and Black African  White and Asian | | | | | | | | 🞎 | |
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|  | Any other Mixed background, please write in:  ……………………………………………………… | | | | | | | | | |
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| C | Asian, Asian British, Asian English, Asian Scottish or Asian Welsh | | | | | | | | | |
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|  | Indian  Pakistani | | | | | |  | | 🞎 | |
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|  | Bangladesh | | | | | |  | | 🞎 | |
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|  | Any other Asian background, please write in: | | | | | | | | | |
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| D | Black, Black British, Black English, Black Scottish or Black Welsh | | | | |
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|  | Caribbean |  | | | 🞎 |
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|  | Any other Black background, please write in: ……………………………………………………… | | | | |
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| E | Chinese, Chinese British, Chinese English, Chinese Scottish, Chinese Welsh | | | | |
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|  | Chinese | |  | | 🞎 |
|  | Vietnamese | |  | | 🞎 |
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|  | Any other Chinese background, please write in: …………………………………………………… | | | | |
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| F | Other Ethnic Group | | | |  |
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|  | Please write in: ………………………………………………… | | | | |
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| **Disability monitoring** | | | | |  |
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| Do you consider yourself disabled? | | | | |  |
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| Yes | |  | | | 🞎 |
| No | |  | | | 🞎 |
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| If you have a disability, is there anything we can do to make our recruitment and selection procedure more accessible to you? | | | | | |
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