



Job Description

Marketing & Communications Assistant

(Part-time Freelance)

Role Overview

In Between Time (IBT) are seeking a part-time (8 hours/1 day per week) freelance Marketing & Communications Assistant to support with project-specific marketing & promotion on the upcoming [We Are Warriors](#) show, and to lead on delivery of digital communications (including social media, e-marketing, website updates, content development and evaluation).

Job Title: Marketing & Communications Assistant

Hours 8 hours/1 day per week, flexible over week according to work requirements

Date 30 days across a 3–6 month period, starting February 2024 with potential to extend, funding dependant

Rate £100/day

Location: Remote

Job Purpose: To support IBT in promotion, profile-raising and engagement with all audiences, working on all aspects of day-to-day and project-specific marketing and communications. The IBT Marketing & Communication Assistant will additionally lead on digital channel management, including regular communications updates and engagement, campaign management, content creation, promotion, analytics and evaluation.

Reports to: IBT Marketing Manager

Key Contacts: Marketing Manager, freelancers (e.g. producers, technicians, event managers), suppliers (e.g. designers, printers, photographers, videographers, promoters), artists, event attendees, supporters, volunteers.

Would Suit: This role would suit candidates who are early in their marketing career and looking to gain hands-on experience in a busy, live arts organisation. In-house training, support and mentoring will be available during the contract period, but the successful candidate will also be able to work independently and flexibly, managing their own workload on a day-to-day basis to meet deadlines and deliver quality outputs.

This is a part-time role so might appeal to someone looking to supplement or support existing activities, such as a student, caregiver, parent or person looking for regular part-time work in another context.

Responsibilities

- Manage, generate and upload content to the In Between Time website.
- Monitor, develop and manage all social media platforms (Facebook, Instagram, YouTube, X and LinkedIn), working towards engagement targets.
- Provide accurate and regular reports on campaign effectiveness and channel performance.
- To support the Marketing Manager to produce and distribute e-newsletter using contact database, following GDPR/Data Protection guidelines and updating contact lists as required.
- Liaise with project teams and artists to obtain images and other marketing assets, creating and editing copy when relevant.
- Liaise with suppliers and assist in the production and distribution of print materials.
- Support audience development by assisting in identifying and targeting key communities and individuals, using online and offline channels.
- Ensure all work meets best practice standards of accessibility and inclusion.
- Manage filing, storing, labelling and archiving of physical & digital marketing assets.

Skills & Experience

Essential

- Some marketing experience, including principals and practical tactics.
- Some experience of running a variety of social media channels in a business or organisational setting.
- Understanding of the role of brand management and the importance of following brand guidelines, and implementing these across tone-of-voice, imagery, design and production.
- Excellent spoken and written English with a solid understanding of grammar and the ability to spot mistakes in own work and that of others.
- Familiarity with MS Office / MS365 and programmes such as Email, Word, Excel, PowerPoint, SharePoint.
- Familiarity with marketing software, including using WordPress for our website, our key social media platforms (Facebook, Instagram, YouTube, X and LinkedIn).
- Familiarity with Data Protection and GDPR requirements.
- An understanding of accessibility requirements and best practice in a marketing context.

Desirable

- Experience of working for an arts organisation or related field.
- Experience of working on live events.
- Experience in a customer-facing/people-focused environment.
- Experience using marketing-specific software: Google Analytics, WordPress, Canva, Capsule, Mailchimp or equivalents.
- Any other skills, experience or qualities you feel are relevant to this position.

Personal Qualities

- Reliable with a strong work ethic.
- Excellent time-management skills and ability to prioritise effectively and work independently following instructions and guidance.
- Personable, friendly, polite and approachable.
- An enthusiastic self-starter with an appetite to learn and develop.
- Able to work independently and as part of a team/with a variety of contacts.
- A good problem-solver who is flexible and responsive to changing circumstances.
- A strong interest in art and the creative and cultural industries.

Further Information

Location

IBT staff currently work remotely from within the South West region of the UK, and do not have a permanent office. Regular meetings take place via Zoom, and we use Slack for immediate messaging. We also have occasional face-to-face meetings, site visits and away days. Our next live event will take place in central Bristol, so it would be advantageous (but not essential) for the Marketing Executive to be based within Bristol/the surrounding area or have easy access to the city centre.

Time Management & Flexible Working

The Marketing & Communications Assistant will be responsible for managing their own time, in liaison with the Marketing Manager. They will manage their work and priorities on a day-to-day basis to meet all deadlines and role requirements. Support will be available through the Marketing Manager when required and relevant training provided on in-house systems and software.

The Marketing & Communications Assistant will be able to work flexibly across the week, allocating their hours when most useful and ensuring they are meeting deadlines and available for key meetings, given reasonable notice.

IT and Other Assets

The post-holder will need to have access to reliable Wi-Fi/broadband, their own laptop and mobile phone. Access to relevant software and digital assets will be provided remotely via internet.

Payment

This is a short-term freelance role. The post holder will be responsible for supplying itemised invoices monthly. Payments are made via bank transfers monthly, in arrears.

Any out-of-pocket expenses incurred as a necessary part of the role will be paid upfront with company funds via one of the management team or will be reimbursed as part of the monthly pay run with receipts/proof of payment.

Equity, Diversity & Inclusion

IBT is committed to ensuring inclusion of all in everything we do, to the best of our abilities, and we are always looking for ways to improve where we can. We are proactively working towards becoming a more diverse organisation and having been leading on sector-wide change in this area from the outset. We regularly work with people from a variety of marginalised backgrounds and seek to bridge the gaps in accessibility, recognition, pay and profile within the arts.

We welcome applications from anyone with the interest, passion, motivation and appropriate skills, knowledge and experience; and we are ready to provide additional support if required.

We monitor our success in reaching a diverse range of applicants and operating a fair and equitable recruitment process via our Equality & Diversity Monitoring Form and ask candidates to complete this as part of their application. If you have any access needs or require information in an alternative format, please do not hesitate in letting us know.

Questions & Information

If you have any questions regarding this role, the IBT or your application, don't hesitate getting in touch. You can call or message Emma Lewis on 07837344581 or email her at: emma@inbetweentime.co.uk.

Application

To apply for this position, please send the following to emma@inbetweentime.co.uk by the deadline below:

1. a copy of your CV
2. a covering letter explaining your interest in the role and suitability
3. some examples of previous relevant work (eg social media content, tweets, articles or another piece of writing, design, marketing planning or evaluation)
4. and the completed Equality & Diversity Monitoring Form [here](#) .

Key Dates

Deadline: The final deadline for applications is: **10am Monday 19th February 2024.**

Interviews: Interviews will be held between Wednesday 21st and Friday 23rd February.

Start date: Week commencing Monday 26th February.

Contacts

Email: admin@inbetweentime.co.uk

Website: www.inbetweentime.co.uk

Facebook: www.facebook.com/inbetweentime

Instagram: www.instagram.com/inbetweentime

We look forward to hearing from you. Good luck!