

Job Description – Marketing and Communications Assistant

Job Purpose

The post holder will support the delivery of the DaDaFest marketing and communications plan, providing assistance to the Marketing and Communications Manager.

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| Line Manager | Marketing and Communications Manager |
| Salary | £19,000 (pro rata) |
| Hours | Part time, 3 days per week |
| Contract Type | Permanent |
| Location | DaDaFest office in Liverpool City Centre |

Main duties and responsibilities

- 1 Manage DaDaFest social media channels including Facebook, Instagram and Twitter. Management to include; content creation (in-house and by agency), planning, scheduling and evaluation for optimisation.
- 2 Update and maintain the DaDaFest website to include; event information, photo galleries, SEO optimisation of content, monthly Google Analytics reporting and liaising with digital agency on updates where necessary.
- 3 Work with creative agencies to produce online and offline marketing materials e.g. digital assets for social media, posters, easy read guides for events, event signage.
- 4 Work closely with the Artist Development team to identify and produce regular case studies, interviews and vlogs for use across all marketing and communications.
- 5 Write, send and evaluate the monthly DaDaFest e-newsletter.

- 6 Manage the mailing list for DaDaFest e-newsletter and all event invites.
- 7 Support the Marketing and Communications Manager with audience research.
- 8 Responsible for ensuring brand guidelines, style guidelines and DaDaFest branded templates are kept up to date.
- 9 Support the Marketing and Communications Manager with the day-to-day administration of the department, including; saving press releases and managing and responding to general enquiries emails.
- 10 Occasional marketing support at DaDaFest workshops and events.

Key skills

| Person Specification | Essential or Desirable |
|--|-------------------------------|
| Qualifications | |
| GCSEs in Maths and English | E |
| A Marketing graduate | D |
| Knowledge and Experience | |
| Experience (minimum one year duration) in a professional marketing and communications role | E |
| Experience of (minimum six months duration) managing a professional social media account | E |
| Experience of using Google Analytics | E |
| Awareness of the Social Model of Disability and/or Deaf awareness | E |
| Experience of using Mailchimp and/or a similar email marketing tool | E |

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| Experience of updating website content and using web content management systems | E |
| Experience of using image-editing software (e.g. Photoshop) | D |
| Experience of using marketing access guidelines and an understanding of the importance of them | D |
| Skills and Abilities | |
| Strong communication skills with an ability to manage internal and external relationships | E |
| Excellent time management skills and an ability to multi-task, plan and prioritise work | E |
| Demonstrable experience of working flexibly in a changing environment | E |
| Well organised, with attention to detail and high level of accuracy | E |
| Ability to handle confidential information in an appropriate manner | E |
| Excellent ICT skills including Microsoft office and competency in Word Press or other digital content management software | E |
| Self-motivated and keen to learn | E |
| Other | |
| Flexible availability with the ability to work occasionally at weekends and in evenings | E |
| Commitment to the ethos of DaDaFest as a disability and D/deaf arts organisation | E |
| An interest in the arts | D |