



JOB DESCRIPTION

Job Title:	Marketing Assistant
Reports to:	Gallery Manager
Hours:	Part time - 15 hours per week. Fixed term 18 month contract
Salary	£22,011 p/a pro rata
Location:	Office based, The Base Greenham and occasionally Corn Exchange, Newbury Town Centre
Holiday entitlement:	20 days per annum, rising by one day per year to a maximum of 25 days plus bank holidays. (Pro rata for part time workers)

OVERVIEW

This new role will support the marketing of a range of activity designed to maximise attendance and ticket income for all events at The Base. Working closely with the Gallery Manager and the Corn Exchange's marketing team, the Marketing Assistant will play a key role in supporting the team to deliver campaigns and engage audiences across The Base's online and offline channels. This will include overseeing The Base website ensuring it is up-to-date, monitoring sales for upcoming exhibitions and workshops/courses, liaising with artists/exhibitors and producing engaging digital content for various platforms.

MAIN RESPONSIBILITIES

- To provide administration support and undertake tasks that enable effective and timely marketing activity
- To understand and monitor The Base's main marketing channels
- To understand The Base audiences and visitors in order to better support marketing activity
- To monitor sales and the success of campaigns and marketing activity to improve future activity

MAIN DUTIES:

Digital/Print Marketing

- To work closely with the Gallery Manager to curate and schedule relevant and engaging content for The Base's social media platforms
- To ensure The Base website is up-to-date and reflects all of the engaging activity held at The Base
- To generate ideas and create content for The Base's marketing emails and campaigns
- To update external listings sites with exhibition and workshop/course information
- To assist with individual media campaigns for exhibitions and participation programme
- To resize images, adverts and other items as required
- To assist with the production of print, proof reading, sourcing images and copy
- To ensure all internal print displays are up to date at both The Base and Corn Exchange
- To organise local print distribution as required
- To proof read copy, in particular the season brochure and any learning and participation copy

- To assist with organising and attending press nights, private views and events
- To maintain regular communication with the Corn Exchange marketing team, ensuring they have relevant, timely and up to date information and marketing activity aligns

Sales monitoring

- To monitor sales for upcoming exhibitions and workshops/courses and liaise with the Corn Exchange's marketing team for support in maximising attendance and ticket income for individual events
- Undertake training on booking system Spektrix, to pull reports on current sales for individual events as and when required
- To keep an eye on google analytics, discussing how it might be used to improve campaigns
- To attend Corn Exchange marketing meetings and act as the Base representative, preparing notes, participating in discussions and reporting back to the Gallery Manager

OTHER

- To demonstrate a commitment to The Base and the Corn Exchange Trust's core values
- To publicly represent The Base and the Corn Exchange Trust in a prepared and professional manner, and to maintain confidentiality as appropriate
- To create a friendly and welcoming atmosphere for users of The Base, as well as the Corn Exchange and its associated venues
- To work evenings and weekends as necessary
- To undertake any other duties which may reasonably be requested
- To keep abreast of new marketing opportunities and developments, and be aware of current visual arts trends and news

Please note that this is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.

PERSON SPECIFICATION

We are seeking a strong administrator with great motivation and energy. Key to this role is excellent organisation and great written and verbal communication skills. You will be really good at managing your time and enjoy a busy and varied workload.

Essential Skills

- Excellent communication skills inc good computer literacy
- Good time management, organisational skills and ability to work to deadlines in a busy environment
- Ability to take initiative and manage workload
- Ability to write creatively with excellent grammar and syntax and an eye for good design
- Enthusiastic, proactive and adaptable
- Interest in and understanding of new media/online/social marketing opportunities

Additional Benefits

- 10% discount in Honesty at The Base café
- 20% discount in Corn Exchange café and bar
- Free theatre, film and exhibition tickets for the Corn Exchange & The Base
- Free access to our small car park
- A day off for your birthday
- A day off for Wellbeing activity

We offer training to our staff members to help them develop and progress and have a strong focus on wellbeing within the organisation. There is the opportunity to join one of our staff working groups – Environmental Action, Equality & Diversity, Fundraising, and Wellbeing.

About Us

The Base opened in February 2019 in partnership with Greenham Trust and Corn Exchange Newbury. A purpose-built visual arts and craft venue, it comprises of a 110sqm gallery, artists' studios and a workshop space for participatory classes. We present a varied programme of touring exhibitions alongside work from local artists. The Base is home to 8 visual artists and crafts makers, working across a variety of mediums, whose studios upstairs are available for visitors to access to see the creative process.

The Base became a Charity in June 2022 and is overseen by a Board of Trustees/Directors. The Base Board outsource the management of The Base to the Corn Exchange Trust.

The Corn Exchange is a regional arts venue in Newbury comprising a 400-seat auditorium, a 40 seat independent cinema and a Cafe and Bar; 101 Outdoor Arts – the National Centre for Art in Public Space for the development of large-scale outdoor performances, creation and rehearsal space and on-site accommodation; a Learning Centre delivering a full programme of courses, classes and workshop and a thriving outreach programme.

The Corn Exchange is overseen by a Board of Trustees who delegate the day to day running of the arts centre to an Executive Team, led by Director Jessica Jhundoo-Evans, Guy Dickens (Head of Technical & Operations), Gemma Twiselton (Head of Communications and Audiences), Danielle Corbishley (Head of 101 & Outdoor Programmes) and Ruth Stillman (Head of Development). The Corn Exchange Trust receives core funding from Greenham Trust and Arts Council England as a National Portfolio Organisation.