**Job Profile comprising Job Description and Person Specification**

**Job Description**

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| **Job Title: Arts and** Culture Marketing and Communications Assistant | **Grade**: Sc4 |
| **Section:** Economic Development Office | **Directorate:** Chief Executive’s Group |
| **Responsible to following manager:**  Arts and Culture Marketing and Communications Manager | **Responsible for following staff:**  None |
| **Post Number/s:** | **Last review date:** February 2021 |

**Working for the Richmond/Wandsworth Shared Staffing Arrangement**

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations.

The Shared Staffing Arrangement aims to be at the forefront of innovation in local government and the organisation will invest in the development of its staff and ensure the opportunities for progression that only a large organisation can provide.

**Job Purpose**

This post is designed to enable an individual with high potential in the early stages of their career with to gain a further range of skills and experiences that will help them secure more developed employment in the cultural sector in the future. The role’s focus is to provide marketing and communications support to the rest of the Arts and Culture Service and deputise for the Culture Marketing and Communications Manager when required.

The post holder will work closely with all other members of the Arts and Culture Service as well as staff from across the council, members of the public and cultural organisations.

**Specific Duties and Responsibilities**

1. Assisting and reporting to the Culture Marketing and Communications Manager in delivering the output of marketing schedule.
2. Maintains active and engaging social media accounts, keeps abreast of current trends and responds to new opportunities to effectively market the various arts service projects as they arise.
3. Maintains and updates all areas of the various arts service websites (Wandsworth Council arts pages, Wandsworth Arts Fringe and Wandsworth Artists’ Open House), collates information for e-newsletters and fliers, and proactively pursues other online opportunities to promote the arts services work.
4. Supporting the creation, implementation and delivery of audience development plans for the arts services larger projects. Collects, collates and analyses visitor/audience data with a view to understanding and retaining current audiences, maintaining and updating audience databases and working to reach new and diverse audiences.
5. Together with the rest of the arts and culture service, works with partners to source materials, interesting content and images to support the marketing and PR of the various programmes and projects.
6. Keeps abreast of wider borough cultural events and activities in order to respond to public enquiries.
7. Support the Arts Marketing and Communications Manager in administrative duties such as collection and collation of press coverage and other materials for reports, archive and presentations.
8. To work flexibly across the service and provide support as required.

**Generic Duties and Responsibilities**

* To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
* To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
* To adhere to security controls and requirements as mandated by the SSA’s policies, procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
* To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
* To understand both Councils’ duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.
* The Shared Staffing Arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties within the overall function, commensurate with the level of the post.

**Additional Information:** 36 hours Monday to Friday. The post includes some flexible working, including weekends and evenings.

**Team structure**

**Person Specification**

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| **Section:** Economic Development Office | **Directorate:** Chief Executive’s Group |
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**Our Values and Behaviours**

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular:

**Being open.** This means we share our views openly, honestly and in a thoughtful way. We encourage new ideas and ways of doing things. We appreciate and listen to feedback from each other.

**Being supportive.** This means we drive the success of the organisation by making sure that our colleagues are successful. We encourage others and take account of the challenges they face. We help each other to do our jobs.

**Being positive.** Being positive and helpful means we keep our goals in mind and look for ways to achieve them. We listen constructively and help others see opportunities and the way forward. We have a ‘can do’ attitude and are continuously looking for ways to help each other improve.

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| **Person Specification Requirements** | **Assessed by**  **A**  **&**  **I/ T/ C (see below for explanation)** |
| **Knowledge** | |
| Knowledge of the UK arts sector and an intention to develop skills as part of a future career in the creative sector. | A / I |
| **Experience** | |
| Experience of general office administration and IT skills. Confidence with MS word, excel and powerpoint is crucial. | A / I |
| Good design skills, specifically Photoshop and InDesign. | A / I |
| Experience of working ibn partnership with other organisations. | A / I |
| Ability to work constructively in a team and multitasking between various projects. | A / I |
| **Skills** | |
| Denomstrate that they are a dynamic and enthusiastic individual with high levels of potential. | A / I |
| Ability to work innovatively in a fast moving environment where there are multiple projects, deadlines and challenges. | A / I |
| Demonstrate that they can deliver high quality work to prescribed deadlines and the ability to respond positively to change. | A / I |
| Ability to communicate clearly and effectively, both orally and in writing, with a wide range of individuals. | A / I / T |
| Ability to work independently and as an effective team member using own initiative. | A / I |
| Demonstrate high levels of customer care. | A / I |
| **Qualifications** | |
| None |  |

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**