**Marketing Assistant**

**Part time:** 3 days per week. Days and hours to be agreed, weekend work occasionally but not frequently needed.

**Location:** Discover Children’s Story Centre, Stratford, London. One day a week (or equivalent) can be home working, on request.

**Reporting to:** Head of Audiences, and Marketing and Design Manager

We are looking for an organised individual to join Discover’s Audiences and Marketing team – to help us share the wonder of Discover with even more families and schools. This is a new role to support a busy (and very nice) team as we expand our offer at Discover and look to increase our engagement with both new and existing audiences.

Our Marketing Assistant will look after the day-to-day needs of marketing our hugely popular Family Arts venue, supported by the Marketing and Design Manager.

The role would suit someone highly organised, with office admin experience, who has an interest in marketing for the arts, charity or publishing sectors. Some experience working in marketing is desirable but not required, and this role will provide an opportunity to learn key skills including social media reporting, using a booking system (in this case, Spektrix) and some basic design skills using Adobe InDesign.

**The role:**

**Key responsibilities:**

Below is an indication of some key responsibilities, to give an idea of the role’s scope. Appropriate training will be provided and we do not expect candidates to already have experience of all of the below, but to be willing to learn.

**Assisting with the promotion of Discover’s events, including:**

* Online and print event listings
* Managing promotional print stock and display, including liaising with other venues.
* Maintaining Discover’s display screens with up to date information
* Distribution of flyers and information for charitable projects, including liaising with local community groups and charities.

**Helping with regular reporting, including:**

* Creating sales and other reports from our booking system (Spektrix)
* Creating sales reports from retail system (EPOS Now)
* Monthly social media and website reporting to inform marketing activity
* Updating regular ‘dashboard’ reports for the organisation and board, including gathering data and updating design templates.

**Assisting with the organisation and administration of marketing events, such as:**

* Photo shoots
* Video shoots
* Influencer event launches

**Website administration and updates:**

* Using Wordpress CMS to update pages and listings on Discover’s website
* Looking after keywords, image-titling etc to ensure Discover maintains SEO ranking
* Regular checking of website and Google Analytics to ensure site is working optimally.

**Person Specification:**

**Essential**

* Good experience working in an office or other administrative environment.
* Excellent organisational skills
* An interest in marketing and a desire to learn
* An ability to follow instructions carefully and to be proactive when necessary.
* Commitment to Discover’s vision and mission
* Commitment to inclusion and equality of opportunity
* Strong IT literacy, including use of Microsoft packages (including Outlook, Excel and Word).
* A calm and positive approach
* An interest in, and eye for, good design

**Desirable**

* Experience of marketing
* Experience working in the arts, heritage, charity or publishing sectors
* Experience of working with graphic design packages
* Experience of working with a booking system
* Experience of managing social media in a professional context