



**CHIPPENHAM  
TOWN COUNCIL**

Improving the quality of town life

## **Job Description**

<b>Job Title:</b>	Marketing Assistant
<b>Reporting to:</b>	Communications and Customer Services Manager
<b>Contract:</b>	Permanent
<b>Hours:</b>	23 per week
<b>Location:</b>	Chippenham Town Hall
<b>Salary:</b>	£22,911 to £24,313 pro rata Spinal Column Point 15-18

### **Main Purpose of Role:**

To promote the Neeld Community & Arts Centre and its activities, connecting with existing audiences whilst developing new ones.

To support the communication and marketing of Chippenham Town Council services and assets by producing engaging content for online and analogue platforms, event marketing and internal communications.

### **Main Duties and Responsibilities:**

#### **Campaign Management and Implementation**

- Work with the Communications and Customer Services Manager to devise and implement marketing campaigns that promote the Neeld Community & Arts Centre to existing and new audiences.
- Support the Communications and Customer Services Manager to deliver content for websites, press releases and social media.
- Monitor the effectiveness of campaigns to help understand the return on investment for marketing activity.

- Liaise with the Communications and Customer Services Manager to provide 'good news stories' when available.

## **Print**

- Coordinate production and distribution of show promotional material.
- Liaise with Head of Venues and Communications and Customer Services Manager on distribution strategies.
- Assist with layout and proofing of newsletters, leaflets, brochures and posters.

## **Digital**

- Produce content for the Neeld and Chippenham Town Council websites to ensure events and activities are promoted and communicated effectively.
- Evaluate the effectiveness of the Chippenham Town Council and Neeld websites and social media platforms and make proposals for development.
- To produce content for social media for Chippenham Town Councils events and activities, ensuring this meets the Council's overall marketing and communications requirements.
- Liaise with the Communications and Customer Services on budget for Facebook advertising spends and produce campaigns where relevant. Manage access to Council's Paypal account for Facebook advertising, in coordination with the Finance Manager, and create financial reports for them.
- To devise and deliver email direct marketing campaigns to increase ticket sales and improve the Neeld profile, developing and managing appropriate systems and interfaces.
- Regularly review Search Engine Optimisation for most effective use of the Neeld and Chippenham Town Council websites.

### Special Conditions of the Post:

- To attend if required out of hours functions, including weekend and Bank Holiday working.
- To attend if required out of hours meetings of any Committee, Sub-Committee or Working Group on a time off in lieu basis.
- To be available, subject to operational requirements, to attend any relevant training courses.
- To undertake any other duties required by the management of the Town Council which are applicable to the grading and nature of the post and which do not change the general character of the duties or the level of responsibility entailed.

### Primary Relationships:

- Line managed by the Communications and Customer Services Manager.
- Works closely with the Head of Venues and Social Media and Digital Marketing Apprentice.
- All employees of Chippenham Town Council and members of the Management Team.
- Members of the public.
- Members of the Town Council in accordance with the approved Protocol.

### Person Specification

	Essential	Desirable
<b>Experience</b>		
Working within a marketing role in an arts venue		✓
Working within a marketing environment	✓	
Audience development	✓	
Digital marketing & evaluation of data	✓	
Experience creating financial reports	✓	
<b>Knowledge</b>		
The different uses for digital platforms such as Wordpress, Twitter, Facebook, Mailchimp and You Tube	✓	
Branding guidelines and visual identity		✓

Skills		
Strong copy writing and proof reading	✓	
Website editing	✓	
IT such as, Word, Excel, Powerpoint, Publisher, Wordpress, Twitter, Facebook, Mailchimp and You Tube	✓	
Qualifications		
Degree in arts marketing		✓
Attributes		
Communication skills, interpersonal skills	✓	
Creative thinker		✓
Manage a fast paced changing workload		✓
Collaborative working		✓

### Equal Opportunities

Chippenham Town Council aims to be an Equal Opportunities Employer and has equal opportunities policies with which you are expected to comply at all times. The Council condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias, irrespective of disability, race, religion or beliefs, nationality, ethnic origin, age, sexual orientation, gender or marital status.