

**Marketing and Communications Assistant**  
**Six month secondment**  
**This role is open to internal candidates**  
**only**  
**Application Pack**

# HOME

GMAC is funded by



## **Introduction to HOME**

HOME is Manchester's vibrant cross art form centre. HOME commissions, creates and presents contemporary theatre, visual art and film and provides a space for experimentation where art-forms meet and interconnect. HOME's programming is political, international and experimental.

HOME opened in May 2015 and has been a huge success, becoming the most-visited free entry cultural venue in Manchester, with strong audience approval, and local, national and international artistic recognition. Our building includes a 500-seat theatre, 150-seat flexible theatre space, 500m<sup>2</sup> gallery, 5 cinema screens, education spaces, a café bar and restaurant. Since opening in 2015, we've welcomed over 3 million visits and contributed over £101 million to the Greater Manchester economy.

## **Job Context**

This is a six month fixed-term secondment within the Marketing and Communications Team which is led by the Director of Marketing and Communications, who also directs the Box Office team. These teams work together to put audiences at the heart of everything HOME does. They are responsible for achieving ambitious targets for audience growth, income and digital innovation. They ensure our audiences are diverse and reflective of the city, manage the operation and administration of our box office and provide the highest possible standard of customer care and visitor experience.

## **Job Summary**

The Marketing and Communications Assistant will support the team to deliver the highest standard of marketing, audience development, research, digital, PR and communications activity. They are line managed by the Head of Communications and will work closely with the wider team.

We are looking for an enthusiastic individual with excellent communication, content creation and administrative skills, and a high level of attention to detail. This is a valuable opportunity to work in a successful arts organisation and gain an excellent foundation in marketing campaigns, communications and digital marketing.

## **JOB DESCRIPTION**

### **Purpose**

Assisting with HOME's marketing and communications campaigns, digital and media activity and providing administrative support to the team.

**Team** Marketing and Communications

**Reports to** Head of Communications

### **Main duties**

1. Support the Digital Communications Manager with the maintenance of the HOME website, including creating, proofing and uploading content
2. Schedule, draft, proofread, upload and distribute newsletters
3. Support the Marketing and Communications Team with creation and delivery of HOME's social media content, including creation of video and image content
4. Support monitoring, evaluation and reporting of our digital activity
5. To collect and digitally archive all HOME related media coverage and support the Head of Communications in the preparation and distribution of press reports
6. Prepare images for press (admin, formatting, circulation etc) and maintain HOME's image library
7. Supporting, arranging and supervising photographers and film crews within the building and at external events
8. Help maintain and update VIP and key stakeholder databases as required
9. Support the organisation and delivery of events such as theatre press nights, gallery previews, stakeholder events, campaign launches etc, leading on organisation of specific events as required
10. Upload listings to the relevant sites
11. Update front of house information including leaflets and posters digital screen information.
12. Order trailers, posters and other available film promotional materials
13. Provide administrative services for the work of the Marketing and Communications team such as booking meeting rooms and travel, print stocktaking, taking meeting notes
14. Implement GMAC policies, in particular those around diversity, environmental sustainability and access
15. Carry out additional duties as deemed appropriate by the Director of Marketing and Communications and Head of Communications
16. Work evenings and weekends as appropriate
17. Undertake national and international travel as required

This is not an exhaustive list of duties and HOME's management may, at any time, allocate other duties which are of a similar nature or level.

**PERSON SPECIFICATION: OPEN TO INTERNAL CANDIDATES ONLY**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS AND TRAINING</b>		
<b>SPECIALIST KNOWLEDGE</b>	A keen interest in digital and social media	Knowledge of the arts sector
		Up to date knowledge of SEO guidelines and best practice
<b>EXPERIENCE</b>	Some experience working in a similar role	Experience or understanding of supporting the delivery of digital content
	Experience of updating & maintaining website content	Experience of using a Box Office ticketing system
	An interest in how to measure digital marketing activity	Experience of using tools including Google Analytics, Hootsuite etc to monitor and manage digital activity
		Experience of using E-newsletter delivery platforms
		Experience of supporting event delivery
		Experience of working with databases
<b>PRACTICAL SKILLS</b>	Excellent written and verbal communication skills	
	Strong IT skills, including ability to use photo and video editing software	Specific ability with Adobe Creative Cloud suite including Audition, Premiere Pro and Photoshop
	Excellent organisational, planning and administrative skills, including the ability to prioritise and manage own workload	
	Attention to detail, a high level of accuracy and the ability to work to tight deadlines	
<b>DISPOSITION AND ATTITUDE</b>	Positive, proactive approach to work and a good team player	
	Proven ability to demonstrate initiative and independent thinking	
	Ability to deal tactfully with a wide range of people, including supporters, senior staff and trustees	

## Applicant information

### At HOME we welcome applications from everyone.

HOME strives to present a vibrant, diverse programme that is reflective of the city that we live in. We believe that this can only truly be achieved if the workforce at HOME encompasses a broad range of beliefs and vantage points. We particularly welcome applications from people from a BAME background or those who are Deaf or disabled, as they are currently under-represented in our workforce. If you wish to discuss reasonable adjustments for this role, please indicate this on your application form and we will be in touch with you.

**This is a secondment role and is open to internal candidates only**

### Outline of Terms and Conditions

TITLE OF POST:	Marketing and Communications Assistant (Secondment)
HOURS:	GMAC Ltd has a standard working week of 40 hours inclusive of meal breaks. Exact hours of work as required by demands of the post. Overtime payments will not be made, however time off in lieu, with the agreement of the Director of Marketing and Communications, will be available to cover any additional hours worked.
SALARY:	Up to £20,000 pro rata
ANNUAL LEAVE:	25 days p.a. plus statutory holidays, increasing with length of service thereafter.
PROBATIONARY PERIOD:	3 months
NOTICE PERIOD:	1 month
PENSION:	HOME runs a workplace pension scheme.
OTHER BENEFITS INCLUDE:	<ul style="list-style-type: none"><li>• Free tickets for theatre and cinema</li><li>• Discounts on food and drink at HOME's bar and restaurant</li><li>• Travel schemes including cycle to work and discount bus travel</li></ul>

### Application Procedure

Please complete the HOME application form telling us how you meet the Person Specification for this role return with a completed Equal Opportunities questionnaire.

The deadline for applications is **Friday 10 September 2021**

Interviews will take place the **w/c Monday 20 September 2021**

Please email a PDF copy of your application to: [recruitment@homemcr.org](mailto:recruitment@homemcr.org)

Unfortunately, we cannot acknowledge receipt of applications. If you have not heard from us by **Monday 20 September**, please assume that we will not be taking your application any further.

HOME (Greater Manchester Arts Centre Limited) collects personal information when you join us as an employee, apply for a job or work with us as a freelancer. We will use this information to manage the recruitment process, conform with employment or payroll legislation, report to funders on our workforce or to comply with other laws. HOME will not share your information with third parties for marketing purposes. For more information explaining how we use your information please see our privacy policy for Employees, Freelancers and Artists at <https://homemcr.org/about/policies/privacy/>.