



Job description

Marketing & Communications Assistant - Business Support Programmes and Corporate Projects

Hours:	35 hours per week
Reports to:	Head of Marketing & Communications
Contract:	Permanent
Starting salary:	£22,500 per annum + benefits

About Creative United

Creative United is an entrepreneurial Community Interest Company that provides a range of financial products and services designed to enable the growth and development of the UK's cultural and creative industries.

The company was established in 2012 with the support of Arts Council England and is based at Somerset House in Central London. Our mission is to build a sustainable and resilient creative economy, making the arts accessible to all.

Our services

We provide creative businesses and cultural organisations with access to a range of commercial tools, finance options, business support and marketing channels designed to drive up sales revenues and allow them to maximise their commercial potential. We also engage directly with the public to promote and encourage increased participation in arts and cultural activities.

Our publicly funded programmes currently include:

- [Own Art](#) – supporting the market for contemporary visual arts and crafts, through the provision of interest free loans
- [Take it away](#) – supporting access to musical instruments for children and young people through the provision of interest free loans
- [Prosper North](#) – a business support and access to finance programme for culture and heritage organisations across the North of England

- [Forge](#) – a business support programme for creative freelancers, artists, makers, designers and producers located in the London Borough of Waltham Forest

For further information on these and other projects and programmes please visit www.creativeunited.org.uk

Principal tasks

Content creation and digital communications

- Create editorial calendar and assist the Head of Marketing and Communications with content creation (interviews, news stories, takeovers, etc.) for Business Support programmes and Creative United corporate projects (such as The Future of the Art Market Unconference and Report)
- Create social media calendar and assist the Head of Marketing and Communications with the promotion of Business Support programmes and Creative United corporate projects on Creative United social media channels
- Assist the Head of Marketing and Communications in liaising with Prosper North Senior Project Manager, Forge Project Manager and other partners to collate content about organisations enrolled in business support programmes for website updates, editorial content, social media promotion
- Use available office software (Canva, Photoshop, etc.) to create compelling visual content to accompany social media posts and increase engagement rates
- Monitor social media channels for Creative United and respond to direct messages in accordance with our enquiries protocol
- Assist with updating the Creative United website, when required
- Assist with the creation of Creative United monthly newsletters, and Prosper North and Forge bi-monthly newsletters
- Prepare monthly reports on social media, website and newsletter performance to share with Head of Marketing and Communications, Business Support Programmes and Consumer Credit teams

Relationship management

- Take an active role in developing and maintaining positive relationships with colleagues in the Marketing and Consumer Credit teams
- Support the Head of Marketing and Communications in identifying opportunities for the development of marketing ideas for Prosper North and Creative United corporate projects
- Under the supervision of the Head of Marketing and Communications, engage with organisations and individuals on social media platforms that can help with the promotion of Business Support programmes and corporate projects

Event management and administration

- Support the Head of Marketing and Communications with the logistics and set-up of events and represent the company at said events, when required
- Assist with the planning and implementation of social media activity in advance, during and following events at which Creative United has a presence

General

- Attend regular editorial meetings and proactively share ideas to improve the editorial strategy for Business Support programmes and Creative United corporate projects
- Actively contribute to the development of Creative United's programmes and wider network of contacts
- Research and stay aware of online developments
- Undertake such training, attend courses and seminars, which will assist in the development of skills and expertise in this area
- Undertake any other tasks that are reasonably requested

Essential	Desirable
At least 12 months working in a similar role in the arts, music, heritage or creative industries	Experience of marketing B2B services and programmes, ideally within the arts and creative industries
Excellent written copywriting and editing skills	Experience in using photoshop and Canva or other design/publishing software
Experience of devising and/or delivering social media campaigns	Experience of using a CRM (Client Relationship Management) database and CMS (online content management system)
Using content management system, ideally Wordpress	Experience of using social media management platforms, such as Coschedule, Tweetdeck and Buffer
Experience of using Mailchimp	Experience of using online services such as Eventbrite, GoToTraining (webinars) and Doodle to manage availabilities, listings, and tickets/guest lists.

Essential	Desirable
Able to deal with multiple priorities and demands in a collegiate way in order to complete projects to an excellent standard and within deadlines, as well as managing own time effectively	Able to work collaboratively with colleagues across the organisation, sharing knowledge and supporting the learning and development of the team as a whole.
Excellent attention to detail, able to act quickly to identify and fix problems and issues as they arise	Experience of commissioning video content

Other requirements

- Willingness to travel
- Occasional evening and weekend hours required (for which time off in lieu may be taken)

To apply

Please send us your CV and covering letter setting out your suitability for the role with reference to the candidate profile.

Applications should be submitted by email and addressed to:

Mary-Alice Stack
 Chief Executive
 Creative United
 Somerset House
 London WC2R 1LA

mary-alice.stack@creativeunited.org.uk

Closing date: 12 noon, Monday 30 March 2020

Interviews are expected to take place during the week commencing 13 April 2020.