

JOB DESCRIPTION – Marketing and Communications Assistant

Job title	Marketing and Communications Assistant
Salary	£20,111
Location	Rich Mix, 35-47 Bethnal Green Road, London E1 6LA
Line managed by	Marketing and Communications Manager
Contract type	Full-time. Permanent.
Hours	- 35 hours per week (5 days), excluding 1-hour per day for lunch - Some flexible working required to include evenings and weekends events out of office hours
Annual leave	25 days per annum, rising by one day per year to a maximum of 30 days. Plus bank holidays.
Probation period	Three months'
Deadline for applications	Tuesday 17 May 2022, 12pm
Interview period	Week commencing 23 May 2022

ABOUT RICH MIX

Rich Mix is a dynamic arts centre and creative hub in the heart of Shoreditch in east London. Launched in 2006, we connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Our wide-ranging programme consists of around 400 events every year and includes live music, performance, dance, spoken word, theatre and exhibitions as well as new release studio and independent cinema across our three screens. Through our learning and participation programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across east London.

Our diversity extends beyond our daily programme of events. A Shoreditch landmark, our building provides a home for some of the city's most socially progressive and innovative creative businesses with more than 20 resident organisations employing more than 200 people.

We are a National Portfolio Organisation of Arts Council England, and its investment allows us to broaden the scope, scale and ambition as well as the diversity of our programme.

Prior to the COVID-19 pandemic we generated around 80% of our annual turnover through cinema ticket sales, space hire, tenancies to creative, and charitable organisations, and bar revenue. Rich Mix was successful in securing funding from Arts Council England's Emergency Fund and DCMS Cultural Recovery Funds to support its activities through the pandemic.

WE ARE A CHARITY. ALL OUR PROFIT SERVES OUR MISSION.



With the ending of restrictions on indoor activity, Rich Mix re-opened fully in January 2022 with the launch of our Live programme, Re-Rooted, a programme of music, spoken word, talks, visual art and more, running until April 2022. New season planning is currently underway. A full Cinema programme of blockbusters, independent films and film festivals is running alongside a wide-ranging Creative Engagement programme.

We also completed the first phase of our capital project plans funded by the Mayor of London's Good Growth Fund. Our revitalised first floor includes a Cinema Bar, artist green room, exhibition space and Creative Engagement space which opened in February 2022.

Rich Mix currently operates a hybrid working policy with office based staff required to work 50% of their time in the building.

richmix.org.uk / [@RichMixLondon](https://www.instagram.com/RichMixLondon)

PURPOSE OF THE ROLE

We are currently looking to recruit a **Marketing and Communications Assistant** to join our Marketing and Communications team. Rich Mix's marketing team works across the whole organisation, promoting and supporting all of Rich Mix's activities: live events, cinema, creative engagement, private hires, bars and concessions, fundraising, membership, building tenancies. In addition to driving attendance and ticket sales, the team works to ensure brand consistency as well as building awareness of Rich Mix.

The Marketing and Communications Assistant will provide administrative support to the Marketing and Communications team, supporting on delivery of digital and print communications as well as inputting creative ideas on engaging audiences and telling the Rich Mix story effectively.

KEY RESPONSIBILITIES

Administration

- Monitor the marketing team email on a daily basis
- Be the first point of contact for artistic partners
- Support on a range of administration tasks to include filing, data entry and upkeep of Rich Mix's image library.
- Work with programming and box office teams to ensure a smooth and effective process of event publishing, promotion and marketing asset collation

Digital

- Update and create pages on the website (WordPress)
- Maintain consistency and accuracy across the website



- Monitor on a daily basis Rich Mix's social media channels (mainly Facebook, Twitter and Instagram) responding to direct messages, reviews and feedback
- Create, post and schedule engaging content on Rich Mix's social media channels maintaining a Rich Mix tone of voice and brand personality, working to the team's agreed content calendar
- Create and send emails to our mailing lists (DotDigital)
- Submit regular online event listings
- Keep abreast of trends in digital
- Work with team to arrange reciprocal marketing

Content

- Contribute to content ideas and creation for social channels, blog and email
- Organise external image requests
- Write copy for and collate content for website, blog, social media, emails, ads amongst other platforms
- Design some regular and event specific assets (including monthly posters, cinema slides, cinema schedule flyers) utilising in-house branded templates on Photoshop and InDesign
- Attend events in the programme to share engaging live socials on an ad hoc basis, as agreed with the Marketing and Communications Manager

Print and distribution

- Manage in-venue poster and flyer displays
- Co-ordinate assets for upcoming films in the cinema
- Co-ordinate print for the team (including monthly What's Ons and posters)
- Proof all outgoing print
- Update signage in the building on an ad hoc basis

Marketing and fundraising campaigns

- Work with team to identify networks and audiences, researching these groups and methods of engaging them
- Support marketing and fundraising planning and campaign delivery towards agreed objectives

Identity and profile

- Ensure consistency across our outgoing communications
- Advise partners on logo usage and brand guidelines

Planning and evaluation

- Support the team with surveying of audiences and evaluation processes
- Work with the team to carry out market research, campaign research and competitor analysis



- Use Rich Mix's ticketing system (Spektrix) to analyse audience insights and behaviour
- Collate data for reports

General

- Attend a range of Rich Mix events
- Represent Rich Mix at networking and fundraising events
- Ensure Rich Mix's policies as outlined in the Staff Handbook, including Health and Safety, Equal Opportunities & Diversity, and Environmental Policies, are implemented and reflected in all aspects of your work
- Undertake any other duties commensurate with the status of the role and in keeping with its overall purpose

PERSON SPECIFICATION

Essential skills, knowledge and experience:

- Strong communication skills, both verbal and written
- A positive can-do attitude and a flexible approach
- Takes an imaginative and creative approach
- Strong interpersonal and customer service skills
- IT proficient, especially using Microsoft Outlook, Word and Excel
- Knowledge and understanding of social media as a tool for marketing and engaging audiences
- Keen interest in latest digital trends and channels
- Passionate about the arts and a keen interest in the work of Rich Mix
- Ability to perform well under pressure and work to deadlines
- Highly organised and self-motivated team player
- Strong proofreading skills and high level of attention to detail
- Experience of tailoring writing for different platforms and audiences

Desirable skills:

- A knowledge of the Adobe Creative Suite (Photoshop and InDesign)
- A knowledge of WordPress (website content management system)
- A knowledge of Spektrix (box office ticketing system)
- A knowledge of Artifax (customer relationship management system)
- Experience of working in an arts venue

Please note this job description reflects the requirements of Rich Mix in April 2022. The role and duties of the post are subject to change in line with the future development of the organisation. Rich Mix reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.



HOME OF IMAGINATION AND
EVERYDAY CREATIVITY

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LONDON, E1 6LA

020 7613 7490
RICHMIX.ORG.UK
@RICHMIXLONDON



HOW TO APPLY

Please complete an **Application Form** and **Equal Opportunities Monitoring Form** and send to Joanne Williams, Executive Coordinator, at recruitment@richmix.org.uk by **Tuesday 17 May, 12pm (midday)**. Please ensure you include **'Application: Marketing and Communications Assistant'** in the subject heading of your email. There is no need to send a CV, cover letter or other supporting documents. We aim to respond to all applicants via email.

We actively encourage people from a variety of backgrounds with different experiences, skills and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from people of colour and candidates who self-identify as disabled.

If you would like this in a different format, please contact recruitment@richmix.org.uk.