



Job Description – Marketing & Box Office Assistant

RESPONSIBLE TO: Marketing & Communications Manager (overseen by the Director)

RESPONSIBLE FOR: n/a

ROLE

You will provide key support to the Marketing & Communications Manager in the delivery of Young at Art's marketing and audience development plan for our annual Belfast Children's Festival and other programmes of activity. In particular, you will be the main point of contact and responsible for the Festival box office.

As such, you will ensure the timely, friendly and informative processing of ticket sales requests and assist the Marketing & Communications Manager to support group bookings and the Education team with school bookings. The Assistant will assist with copywriting and proofing marketing materials, content creation for social media, regularly update and maintain website event listings and contribute to key messaging. They will assist with the festival launch and with the reporting and evaluation of box office and marketing/audience development activity.

RESPONSIBILITIES

<p>SALES, MARKETING & AUDIENCE DEVELOPMENT</p>	<p>To support the Marketing & Communications Manager in the delivery of Young at Art's marketing and audience development plan including:</p> <ul style="list-style-type: none"> • Contributing ideas on how to reach audiences and develop and promote key messages; • Assisting with copywriting and proofing of marketing materials and the creation of promotional content for social media ensuring high standard of consistency and literacy throughout; • Maintaining the Young at Art and Belfast Children's Festival website including event listings and linking to online box office; • Acting as first point of contact for public bookings and encourage ticket sales for Belfast Children's Festival and other Young at Art programmes of activity; • Responsibility for direct marketing to groups for bookings, liaising with Education regarding school attendances and Programming regarding international delegates; • Processing and tracking ticket sales, producing accurate and regular sales reports, liaising with venues regarding attendees and with the General Manager about delivery of onsite box offices; • Helping with planning and delivery of the festival launch and the opening and closing festival receptions including organising and distributing marketing collateral; and • Assisting with the collection and collating of appropriate data.
<p>ADMINISTRATION</p>	<p>Collaborate and maintain effective working relationships with fellow staff members, artists, freelancers and volunteers</p> <p>Adhere to existing work practices and procedures and to contribute to the development and respond positively to new and alternative systems</p>

	<p>Demonstrate commitment to Young at Art through regular attendance and the efficient completion of all tasks allocated within the deadlines required and set</p> <p>Adhere to and support the implementation of all company policies and procedures including safeguarding, equality, health & safety, data protection and all others in place from time to time</p>
GENERAL	<p>Commit and work to Young at Art's strategic aims and objectives</p> <p>Uphold Young at Art's values of being Child-led, Quality and Excellence, Accessibility, Innovation and Respect</p> <p>Engage with their own continuous professional development to contribute to the activities, promotion and development of Young at Art</p>

The key responsibilities above give a broad outline of the functions of the post. However, these duties are approached in a flexible manner. The post holder will be expected to adapt to changing circumstances and undertake other duties appropriate to the post's level of responsibility as allocated by their line manager as part of working in a small team to deliver Young at Art's strategic aims and objectives. The outline of responsibility may change from time to time.

Person Specification

Young at Art are looking for candidates who can best meet all Essential criteria and most closely demonstrate the Desirable criteria. Applications that DO NOT MEET ALL Essential criteria will not be considered. Young at Art reserves the right to weight key skills within the selection process.

RESPONSIBILITIES	ESSENTIAL	DESIRABLE
SALES, MARKETING AND AUDIENCE DEVELOPMENT	<p>Knowledge and experience of delivering project plans to a brief including planning, reviewing progress and adapting as necessary</p> <p>Experience of maintaining and creating content for websites, social media, video channels or other communication tools</p> <p>Experience of presenting yourself or representing an organisation in a public setting</p>	<p>Third level qualification (degree or diploma) in a related field such as the arts or marketing</p> <p>Experience of writing, editing and proofing documents, print, web pages to a high standard</p> <p>Knowledge and experience of arts marketing, particularly live and ticketed events</p> <p>Knowledge and experience of video/photo editing and/ or design software for digital/online communications</p> <p>Experience of liaising with the general public and a wide range of stakeholders (eg. customers, suppliers)</p> <p>Knowledge of an artform and the arts in Northern Ireland</p>
ADMINISTRATION	<p>Experience of working to schedules and deadlines</p> <p>Ability to work flexible hours including evenings and weekends</p>	<p>Experience of box office systems</p> <p>Experience of liaising with youth/education or community/voluntary sectors</p>
GENERAL	<p>GCSE in English and Maths (or equivalent) - minimum grade C</p> <p>Excellent written and oral communication skills</p> <p>Ability to build strong and effective working relationships</p> <p>High degree of computer literacy including keyboard skills, use of standard office software, internet and social media</p>	<p>Knowledge of Young at Art and our aims and objectives</p>