|  |
| --- |
|  Job Description |
| **Job Title:**  | Communications Assistant |
| **Reporting to:** | Communications Manager  |
|  |
| Vision, Mission, and ValuesAll British Ceramics Biennial team members work within the spirit of and contribute to the delivery of our vision, mission and core values. |
| Our VisionMaking change through clay |
| Our MissionTo develop, sustain and expand innovative ceramics practice and improve lives together with artists and creative communities  |
| Our Values – The Way We Work |
| * Bold
* Accountable
* Welcoming
* Significant
 | * Grounded
* Inclusive
* Connected
* Collaborative
 |  |  |
|  |  |  |  |
|  |
| **Job Purpose:**Through a proactive and innovative approach, assist the Communications Manager with the effective delivery of marketing and communications campaigns and activities, linked to key strategic plan priorities. Provide general administrative support when capacity allows.  |

|  |
| --- |
| **Responsibilities:**1. Assist the Communications Manager with ideas and activities which contribute to the development of BCB’s marketing strategy and marketing plans, so that they effectively support delivery of key business plan objectives.
2. Create compelling copy and stories, collate information and prepare images to enable the development of engaging, integrated and multi-channel marketing materials and activities.
3. Proactively identify communications opportunities from BCB’s core programmes, including utilising team meetings to note forthcoming programmes and related communications opportunities.
4. Monitor news and social media channels for relevant stories/content and develop BCB’s response where relevant.
5. Prepare interesting and eye-catching social media posts for all BCB platforms. Monitor and analyse the impact of social media coverage. Positively respond to social media messages, taking advice from the Communications Manager where necessary.
6. Remain aware of key stakeholders and funders for each project and ensure they are featured in BCB communications, with their consent.
7. Administer the marketing contents calendar and work proactively with other team members to identify and generate stories, copy and other communications activity.
8. Ensure that the website content is up to date so that it best reflects BCB’s vision, mission, values, objectives, achievements, EDI and fundraising/income generation aims.
9. Input and manage records on the customer relationship management system, ensuring that UK GDPR and Data Protection requirements are met.
10. Draft press release copy and support the Communications Manager with the delivery of local and national PR activity and media partnerships.
11. Monitor, evaluate and report on the effectiveness of campaigns and channels against objectives. Undertake website and social media analytics to inform marketing activity and performance reporting. Collate and provide communications-related information for funder monitoring and reporting requirements.
12. Take photographs and film footage where required to support BCB marketing objectives.
13. Act as a point of contact for members of the public during the BCB festival.
14. Manage the BCB info@ email address, responding to and distributing emails to colleagues where relevant.
15. Support the set up and effective operation of digital ticketing, booking, donation and other data capture systems.
16. Work closely with designers and other external suppliers as necessary.
17. Stay up to date with social trends and digital innovations, bringing ideas and opportunities to support the delivery of innovative communications plans and campaigns.
18. Maintain positive working relationships with partners, funders and stakeholders. Where appropriate, represent BCB at meetings and professional forums.
19. Provide general administrative support including financial and other record keeping and the effective use of BCB computer systems.
 |
| **General Requirements:*** Contribute positively and work in accordance with BCB’s culture, values, aims and objectives
* Work diligently to meet the requirements of this job description
* Always seek to continuously improve so that the highest quality standards are achieved
* Participate positively in internal/external events, meetings and training as required
* Positively participate in one to ones and appraisals
* Ensure that relevant policies, procedures and working practices are adhered to at all times
* Act as a positive ambassador for BCB
* Positively contribute to BCB’s team working environment, taking ownership of issues and supporting colleagues where appropriate
* Be flexible and willing to undertake any other duties that may be reasonably required
* Positively contribute to the evaluation of the impact of BCB programmes and other key business plan objectives.
 |
| NB: This job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be changed in consultation with the employee. As a general term of employment, BCB may affect any necessary change in job content, or may require the post holder to undertake other duties, provided that such changes are appropriate to the employee’s remuneration and status.[In accordance with BCB’s safeguarding procedures, this position requires a basic DBS check] I confirm that I have read and accept the duties and responsibilities contained in this job description |
| **Name (Please Print)** |  |
| **Signed Dated** |

Person Specification

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualifications** | **Essential**  | **Desirable**  | **Method of Assessment\***  |
| GCSE English and Maths pass (grade C or above) | \* |  | A, C |
| Relevant A level qualifications (or equivalent) |  | **\*** | A, C |
| Undertaking or willing to undertake a professional marketing qualification  | **\*** |  | A |

|  |  |  |  |
| --- | --- | --- | --- |
| **Experience** | **Essential** | **Desirable** | **Method of Assessment\***  |
| Delivering effective results through marketing activity (including educational projects/assignments) | **\*** |  | A, I  |
| Writing articles and social media content  | **\*** |  | A, I, AT |
| Effective use of ICT and digital media  | **\*** |  | A, I  |
| Working to and achieving deadlines  | **\*** |  | A, I |
| Working positively as part of a team  | **\*** |  | A, I |
| Experience in a communications role  |  | **\*** | A, I |
| Website administration  |  | **\*** | A, I, AT |
| Planning and delivering projects and solving problems as they arise  | **\*** |  | A, I  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Knowledge & Skills** | **Essential** | **Desirable** | **Method of Assessment\***  |
| Ability to analyse, interpret and report on complex information  | **\*** |  | A, I, AT |
| Able to engage individuals and organisations in a positive and engaging manner  | **\*** |  | **I** |
| Able to maintain accurate numerical and other records  | **\*** |  | A, I |
| Understanding of marketing processes and initiatives  | **\*** |  | A, I |
| Able to understand ceramic processes and communicate them effectively  | **\*** |  | A, I |
| Understanding of work place health and safety requirements  |  | **\*** | **I** |
| Competent user of Microsoft Office and social media platforms  | **\*** |  | A, I |
| Competent using basic design software, content management systems and social media management platforms  |  | **\*** | A, I |
| Understanding of performance reporting (analytics) processes and evaluation uses  | **\*** |  | A, I |
| Basic understanding of UK GDPR, Data Protection and Equality Act regulations | **\*** |  | A, I |

|  |  |  |  |
| --- | --- | --- | --- |
| **Personal Attributes** | **Essential** | **Desirable** | **Method of Assessment\***  |
| Good verbal and written communication skills  | **\*** |  | I |
| Able to work calmly and professionally under pressure  | **\*** |  | I |
| Team player – work efficiently and effectively with colleagues and associates  | \* |  | I |
| Appreciation of the need for equality of opportunity for all  | \* |  | I |
| Excellent attention to detail and accuracy  | \* |  | I, AT |
| Ability to use initiative, work independently and take ownership of own work actions  | \* |  | I |
| Enthusiasm for the work of BCB  | \* |  | I |
| Passion for marketing and communications  | **\*** |  | **I** |
| Creative flair balanced with analytical outlook  | **\*** |  | **I** |
| Able to multi task  | **\*** |  | **I** |
| Proactive approach, a self starter | **\*** |  | **I** |
| Operates with integrity and honesty at all times  | **\*** |  | **I** |
| Identifies with BCB’s core values  | **\*** |  | **I** |

\* A – Application / C – Certificate / I – Interview / AT - Assessment Test