

JOB PROFILE

Job title: Marketing Assistant

Reports to: Head of Marketing & Communications

Works with: Head of Marketing & Communications
Marketing Manager
Marketing Officer
Artist Studio Museum Network Co-ordinator

Hours: 27.5 hours

Contract Type: Permanent

Job Band: A2

Starting Salary: £24,784.50 FTE (£18,175.30 for 27.5 hours)

ROLE AND RESPONSIBILITIES

The Marketing Assistant will play a vital role in supporting the Marketing & Communications team to deliver on their remit to increase awareness of Watts Gallery, drive admissions and tell the story of Watts Gallery. They will lead the administration of ticketing set up, booking enquiries and reporting that help to drive admissions, event sales and deliver excellent customer service.

The role sits within the Marketing & Communications team which also consists of the Head of Marketing & Communications, Marketing Manager, Marketing Officer, and Artist Studio Museum Network Co-ordinator. The team work creatively and collaboratively together to achieve visitor targets, grow engagement with our audiences and increase income. The Marketing Assistant will also work closely with the Engagement, Visitor Experience, Development and Trading teams.

Ticketing and bookings

- With direction from the Marketing Manager, take the lead on the event on-sale process, including the creation of web listings and tickets on the ticketing CMS.
- Support on ticketing data analysis, sharing admission figures internally.
- Set up promotions to drive sales such as early bird offers, pre-sale for members and experience packages.
- Support Front of House Assistants with individual booking queries and administration.
- Liaise with other departments regarding ticketing set up requests and questions.
- Support ticketing processes such as refunds, cancellations and T&Cs where needed.
- Work closely with the Visitor Experience team to understand our customers and needs to help identify future system capability and functionality.
- Support other departments with ticketing or till system needs.
- Contribute to analysis and reporting on admissions and event sales, closely monitoring KPIs.

Digital marketing and social media

- Support the team with regular website updates (Craft CMS).
- Play a key role in social media posting, monitoring and responding.
- Input to the content calendar and social media scheduling days.
- Deliver monthly and regular email marketing campaigns using Mailchimp and CRM (Microsoft Dynamics).

Audience insights

- Share insights and feedback from our visitor and event surveys.
- Provide administrative support for the Community Forum.

Listings support

- Events: Work with external websites/news outlets to add/update listings
- Press: Work with Press freelancer to record cutting and update press listings.
- Submit information to local Parish and community newsletters.

Other admin support

- Support the Head of Marketing & Communications to deliver internal messages in line with the internal communications strategy.
- Deliver excellent customer service.
- Monitor marketing inboxes and forward queries to the relevant colleague/department
- Support the maintenance of contacts on the CRM (customer relationship management) system (Microsoft Dynamics).
- Undertake any other duties as may be reasonably required by the Head of Marketing & Communications.

CORE COMPETENCIES

We consider these competencies to be fundamental to delivering our Vision, Mission and Values and as such they are marked as having a high degree of importance.

Decision Making	Level 1 Makes decisions within the scope of the role and escalates decisions outside scope of the role.
Problem Solving	Level 1 Identifies a problem and escalates to Head of Marketing & Communications as appropriate.
Planning and Organisational Skills	Level 1 Plans own work only, on a day-to-day basis.
Finance and Resource Management	Level 1 Responsible for resources to carrying out own job duties.
Information Management	Level 1 Captures and maintains basic information and is aware of confidentiality. Creates booking and sales reports.
Policy Development and Implementation	Level 1 Ensures full awareness and usage of the charity's policies.
Compliance	Level 1 Ensure full awareness and compliance of marketing and sales processes, record keeping relating to GDPR and list management.
Relationship building	Level 1 Understands and manages customer ticketing/booking enquiries and feedback.
Supervision and Management	Level 1 Demonstrates the ability to manage time and personal effectiveness.
Stakeholder Management	Level 1 General contact with customers (mainly online), to ensure excellent customer service maintained.
Knowledge and Experience	Level 1 Demonstrates some experience and no formal qualifications are needed.
Report Writing	Level 1 Reports own work to Head of Marketing & Communications and inputs to departmental reporting.

EQUALITY AND DIVERSITY

Watts Gallery Trust is committed to providing equality of opportunity for all staff and welcomes applications from all individuals for advertised jobs that match their skills and interests. We welcome applications from all sections of the community. We particularly encourage applications from Black, Asian and minority ethnic candidates, and from disabled candidates, as these groups are under-represented within the Arts field and at Watts Gallery Trust.

Benefits

- Opportunities for hybrid working
- Pension scheme
- Employee Assistance Programme
- Discounts in the tea shop and shop
- 6 free friends and family tickets per year
- 33 days annual leave per year including bank holidays
- Celebration day of your choice each year
- Enhanced sick pay and maternity pay

We offer hybrid working and work from home Monday and Tuesday and are onsite Wednesday - Friday.

OUR CULTURE

Watts Gallery opened its doors in 1904 as the only gallery in the UK devoted to a single artist; George Frederic Watts. G F Watts was often hailed as 'England's Michelangelo' for his powerful works and portraits, but our story is equally defined by his remarkable wife, Mary Watts. A visionary designer and artist herself, Mary founded The Potters' Arts Guild at Compton, a progressive enterprise that brought together local craftspeople to create beautiful terracotta art.

Today, we are more than just a gallery. We house a fantastic collection of art, host a dynamic range of temporary exhibitions, and offer an inspiring year-round programme of talks, tours, workshops, and courses. We also actively support contemporary artists through our artist-in-residence programme and host our "Art for All" community programme, continuing the ethos of our artist-founders.

We believe in Art for All, by All.

As a registered charity, our mission to reach and inspire all audiences is made possible entirely by the generous support of our visitors, shoppers, Friends, Patrons, donors, and supporters. Every visit, every purchase, and every donation helps us keep G F and Mary Watts's pioneering vision alive for future generations.