Position:	**Marketing Assistant**
Reports to:	**Marketing Manager**
Salary:	**£24,454.04**
Hours:	**37 hours - Full time**
Location:	**Corn Exchange, Market Place, Newbury** **You may be required to work at our other locations of 101, The Base and The Old Library, or other venues, as part of your normal working week**
Holiday entitlement:	**20 days per annum, plus bank holidays**

OVERVIEW

The Corn Exchange is a multi-venue arts organisation which presents a wide range of artistic work and creative activity throughout the year, both at its Newbury-based venues and in the wider community in West Berkshire.

The Corn Exchange is a charitable Trust with 3 venue; the Corn Exchange which includes a 400 seat auditorium, a 40 seat independent cinema and a Cafe and Bar; The Old Library, which houses all of the organisation's learning and participation activity and a 94 seat theatre; and 101 Outdoor Arts: National Centre for Arts in Public Spaces – a unique outdoor arts creation centre for the development of large-scale outdoor performances, making and rehearsal space and on-site accommodation. The Corn Exchange also manages The Base, a visual arts charity with a gallery and workshop space on Greenham Business Park which is also home to 8 resident artists.

We are looking for a Marketing Assistant to help promote all the different areas of work across our venues. Key to this role is excellent organisation and great written and verbal communication skills. You will be really good at managing your time and have an open and constructive attitude to all areas of theatre and performance. This position is ideal for someone who is looking to start their career in an arts marketing environment.

Main Responsibilities
Digital/Print Marketing

- Upload content to the website and regularly monitor and update information
- Generate ideas and create content for Corn Exchange's marketing emails and campaigns
- Update external listings sites
- Assist the Marketing Officer on social media campaigns

- Assist with individual media campaigns for shows, films, the outdoor season and our learning and participation programme
- Resize images, adverts and other items as required
- Assist with the production of print, proof reading, sourcing images and copy
- Organise local distribution as required
- Oversee the print management of Front of House areas, ensuring print and Front of House displays are all up to date
- Oversee the Front of House team and their assistance with overprinting, mailings, digital display and other duties
- Attend outdoor events and assist with collating content

Visiting Companies Marketing

- Act as the first point of contact for external companies, liaising regarding marketing assets and print requirements
- Ensure visiting companies' content is reflected in communications
- Support the marketing team on overall season campaign fulfilment

Press, PR & Radio

- Assist with organising photo calls and other press opportunities
- Assist with organising and attend press nights and events

Sales Development

- Monitor sales for upcoming shows and work with the marketing team to maximise attendance and ticket income for individual events
- Work proactively and creatively with the marketing team and all other staff generating ideas and strategy for building new audiences

General

- Act as a friendly and welcoming first point of contact on the telephone, answering calls, and the marketing email inbox
- Take minutes when required in marketing meetings

OTHER

- Demonstrate a commitment to the Corn Exchange Trust's core values
- Represent the Corn Exchange Trust publicly in a prepared and professional manner, maintaining confidentiality at all times
- Create a friendly and welcoming atmosphere for users of the Corn Exchange and its associated venues
- Be available to work occasional evenings and weekends as necessary
- Carry out any other duties that may reasonably be requested.

Please note that this is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.

General Duties/Additional Requirements

- To demonstrate a commitment to the Corn Exchange Trust's core values
- To support the implementation of the Trust's access, wellbeing and equity and inclusion programmes
- To publicly represent the Corn Exchange Trust in a prepared and professional manner, and to maintain confidentiality as appropriate
- To work evenings and weekends as necessary
- To undertake any other duties which may reasonably be requested

Please note that this is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.

Person Specification

The successful candidate will:

Essential Skills

- Keen interest in and knowledge of theatre, dance, music, comedy and/or other areas
- Excellent interpersonal skills
- Good time management and organisational skills
- An eye for good design
- Ability to write creatively with excellent grammar and syntax
- Confident using computers – we mostly use Microsoft Office package: Word, Excel, Outlook, Canva, Craft CMS, Box Office system Spektrix – training will be provided

Additional Benefits

- 20% discount in café and bar
- Free theatre, film and exhibition tickets for the Corn Exchange & The Base
- Free access to our small car park
- A day off for your birthday
- A day off for Wellbeing activity

We offer training to our staff members to help them develop and progress and have a strong focus on wellbeing within the organisation. There is the opportunity to join one of our staff working groups – Environmental Action, Equality & Diversity, Fundraising, and Wellbeing.

AI in Applications

We recognise that candidates may choose to use artificial intelligence (AI) tools to support the preparation of their job applications. When used appropriately, AI can be a helpful aid in structuring responses, checking clarity, and improving presentation.

However, applications must reflect your own skills, experience and understanding. If an application appears to rely excessively on AI-generated content, it may not meet the required standard and could be rejected.

We encourage all applicants to ensure their submissions are authentic, tailored to the role, and clearly demonstrate their own knowledge, experience and suitability.