

John Peel Centre - Marketing & Administrative Officer Role Description

Main Terms and Conditions:

Salary: £12.25p/h

Hours: 20 hours per week

Contract: 6 Months (November 2020 - April 2021)

About the John Peel Centre for Creative Arts (JPC):

The John Peel Centre (JPC) is a vibrant arts centre based in Stowmarket, at the heart of Suffolk. It offers a varied programme of theatre, music, poetry and comedy. The centre's facilities can be hired by members of the public to run their own events.

It is a Community Interest Company (CIC), led by a board of Directors. It currently employs three part-time members of staff and has a team of over 60 registered volunteers running the centre.

The JPC is not only a lasting tribute to a much-loved broadcaster but it was conceived with an objective to become a high quality, community owned arts centre which is a beacon of cultural and community activities and initiatives.

Job Title: Marketing & Administrative Officer

Responsible To: General Manager

Main Purpose:

As is the case for many arts and cultural organisations in the UK, the coronavirus pandemic has seriously affected the JPC's operations. The venue was completely closed between March & July 2020, and as of August 2020 it has been operating as a cinema in partnership with Stowmarket Town Council and The Regal, under the name *Regal on the Road*.

In October 2020, the JPC was awarded a Cultural Recovery Fund grant via Arts Council England, which will support the JPC in preparing to safely open for its own programme again.

The post of Marketing & Administrative Officer has been created in order to support us in opening again and making the process as smooth and effective as possible.

In your role as Marketing & Administrative Officer at the JPC you will be crucial in supporting the Directors, staff and volunteer team to work effectively to deliver its services and events to the local community. Every day is different, but your role may include public facing Box Office duties alongside operational administration, marketing activity and correspondence. Your working hours may be spent at the JPC venue in Stowmarket or remotely depending on the demand of the role on any given day.

Key Responsibilities:

The successful candidate will be required to undertake a diverse range of tasks and duties including, but not exclusively:

Volunteer Admin & Communications:

- Weekly email update to volunteers
- Logging and filing new volunteer information (in line with GDPR legislation)
- Following up references for new volunteers

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- With the General Manager, identifying new volunteer roles and responsibilities and arranging volunteer training
- Administration of annual volunteer 'opt in' process and updating records accordingly

- Attending and minuting Volunteer Forum meetings & undertaking relevant actions
- Researching Volunteer handbooks and incentive packs and present to GM/ Director/responsible Volunteers

Building maintenance and upkeep:

- Monitoring and ordering toilet rolls/soap/PPE/cleaning products etc.
- Recording and arranging building, equipment, and H&S renewals/inspections/servicing (fire equipment/lift/doors/plant etc.) and ensuring all relevant tests/checks are in date.
- Creating and maintaining Inventory of all office equipment

Marketing:

- Supporting the General Manager with the implementation of the new JPC Box Office and CRM
- Supporting the General Manager and Interim Director for Marketing and Communications with the development of the JPC Marketing and Communications Strategy
- Supporting Marketing Volunteers and junior employees in marketing delivery
- Collating, prepare and proof quarterly JPC brochure
- Supporting social media activity
- Supporting website maintenance/management (make sure up-to-date hosting etc.)
- Supporting the General Manager and Interim Director for Marketing and volunteers in website development research with particular focus on accessibility, and creation of development proposal.
- Assisting in the writing and distribution of content for marketing and PR purposes.

Merchandise:

- Carrying out merchandise stock takes & order stock as required

General:

- Reception & Box Office Duties
- Trouble shooting volunteer/Duty Manager cover when required
- Dealing with general enquiries, providing timely, accurate and high-quality typed correspondence
- Monitoring, maintaining, and ordering supplies
- Ensuring that all customers have a positive experience at the JPC
- Dealing with any queries and complaints (and directing them accordingly if they cannot be resolved in the moment)
- Responsible for building security and locking up
- Maintaining a welcoming and friendly atmosphere
- Ensuring that all staff and volunteers give a good impression of the JPC
- Maintaining a professional attitude

Person Specification:

Essential:

The successful candidate will have:

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- Excellent interpersonal skills
- An ability to remain calm under pressure.
- Good organisational skills and be detail orientated
- The ability to prioritise workload effectively
- The ability to manage multiple tasks
- An appreciation of the unique nature of the JPC as a busy volunteer led CIC
- A Strong understanding of marketing tools
- Good IT skills
- An ability to build excellent working relationships with professionals, volunteers, and members of the public
- An energetic and enthusiastic approach
- The ability to problem solve and work effectively without supervision
- A polite manner, and a calm and professional attitude
- Excellent verbal communication skills
- A high level of accuracy, attention to detail and presentation skills
- A knowledge of current marketing practices and how they should be used
- Good mental arithmetic skills and IT skills
- Knowledgeable interest in, and empathy for the arts

Desirable:

- First Aid Qualification (if not, training will be provided)
- Fire Marshal Training (if not, training will be provided)
- Driving Licence and means of consistent transport

Experience:

- Administrative: 1 year (preferred)
- Marketing: 1 year (preferred)

Education:

- A-Level or equivalent (Preferred)

To apply, please complete the application form and send a CV with a covering letter to Patsy Cane patsy@johnpeelcentre.co.uk by 12 noon on 5 November 2020. We intend interviews to take place on 12th November 2020.

For more information please contact the JPC General Manager Patsy Cane.