

Marketing Assistant Opportunity The Stove Network, November 2022

Want to join our team as the Stove's Marketing Assistant?

We're on the lookout for a new teammate to help us support all the great community focused events, activities, and opportunities The Stove has to offer.

This is an exciting opportunity for the right person to join a small but effective and dedicated communications team based in the heart of Dumfries. We are looking for a creative and content savvy person who can bring ideas to life.

The ideal candidate should have a creative flair, understand the principles of digital marketing, be IT savvy, have a friendly and approachable manner with great writing skills and the desire to learn, develop and grow.

Experience in an office or hospitality environment would be a bonus, but if you don't have this, don't worry, it doesn't mean you're not the right person!

Here at The Stove, we believe creativity can make a positive difference to the lives of our local and regional communities. Through dedicated projects, commission opportunities and collaborative working alongside our local authority, community organisations, local businesses, and charities, we aim to create a place where culture, community, and enterprise work together to support a new vision of the town and the wider region.

If you have any questions let us know by emailing kevin@thestove.org or calling 01387 252 435

Job title: Marketing Assistant

Hours: 28hrs per week (can be worked flexibly over 6 days Monday – Saturday)

(Typical core hours 10-4, Monday – Friday – some weekend and/or late-night work may be required, advanced notice will be given)

Salary: £20,000 pro rata, (equates to £16,000)

Holiday entitlement: 27 days (Includes public holidays)

Pension: Auto-enrolment via NEST pension scheme with 3% employer contribution

Job Description:

Marketing Assistant

Led by the Head of Communications & Engagement (HCE) the Marketing Assistant will form a core part of a small, but effective, communications team and will support the overall outreach strategy of The Stove Network and our portfolio of regional projects by telling our story, supporting our activities, and celebrating our community.

Key Responsibilities:

General

- Assist in creating and updating digital content on multiple platforms, including website, social media accounts, blogs, and emails
- Assist with the coordination of on and offline marketing and promotional materials
- Collaborate with the communications, creative and production teams to develop project specific marketing strategies
- Help identify market trends and key opportunities for innovation

Specifics:

Social Media

Content Creation

- Develop or source copy and imagery/graphics to support projects and key messaging
- Identify resources needed to support complex content i.e. video clips, animation etc

Scheduling

- Develop content schedule (with support from HCE and project leads) to maximise on coverage, identifying key facts and calls to action.
- Use channel management platform to schedule content in advance, adapting to the needs of the organisation and reprioritisation of key messages when required, ensuring the digital marketing planner is up to date

Engagement

- Monitor engagement levels and ensure engagement with audiences is maintained, e.g., responding to comments, likes etc
- Share relevant content from partners, followers etc
- Ensure partner organisations and funders are identified and linked to relevant posts
- Monitor trending topics relevant to the organisation and actively engage where appropriate

Maintenance

- Maintain clear and accurate information on all associated channels e.g., opening times, contact details, imagery, branding

Reporting

- Supply weekly figures on reach and engagement across key channels
- Monthly Social Media Report – Analyse and collate key data, reporting on reach, engagement, audience demographics and trends
- Use findings to influence future outreach strategies

Website

Events

- Upload event communication to event pages – updating info and ensuring accuracy of information

Blogs

- Liaise with projects leads to build blog content for inclusion on the website, including copywriting/sourcing and imagery sourcing.
- Upload blogs to website
- Maintenance of website blogs – archiving where necessary
- (social) - Design outreach path to support blogs and schedule content in line with overall Social Media planning

Events & Activities

- Work with the communications, programming, and production teams to identify and ideate suitable marketing materials to support the programme of events
- With support from the HCE produce a monthly printed events programme
- Use market research tools including verbal communication, to engage with guests, reporting on attendee numbers, demographics and gain quality feedback to inform future activities. (Presence at stove events may be required, advance notice will be given)

- Capture moments (visual, audio, quotes etc) at events for live social media posting and utilising this to build content for future communications
- Support event planning activity through The Stove's Digital Marketing Platforms

Supporting Duties

Some administration tasks may be required from time-to-time including:

- Reporting
- Filing
- Proof reading

Person Specification

Essential Skills:

- Excellent communicator and creative thinker with an Interest in message delivery across multiple channels both on and offline
- Effective written and verbal communication skills
- A high level of attention to detail
- Ability to work effectively within a team and independently
- Experience using digital software for a variety of tasks
- Competency in Microsoft applications including Word, Excel, and Google Workspace
- Good organisational skills
- Experience in using social media marketing channels

Desirable Skills:

- Experience using Adobe Creative Suite
- Administration/sales/marketing/hospitality experience or internship experience
- Experience in developing marketing strategies
- Use of key digital marketing tools including email, social media and print
- Effective relationship building and confident communication skills
- Understanding of the role community-based practice has on the local market
- Strong teamwork and collaboration skills

How to Apply

We encourage you to apply in a way that you feel most comfortable or you can fire over your CV and a short covering letter, or video, to kevin@thestove.org, explaining why you're interested and what you could bring to the role.

Just make sure that your application is in by 5pm, Friday 9th December 2022

It's important that our people reflect and represent the diversity of the communities and audiences we serve. We welcome and value difference, so when we say we're for everyone, we want everyone to be welcome in our teams too. Wherever you're from, and whatever your background, we want to hear from you.

We will accept applications from anyone and everyone who feels they have the skills required to fulfil this role.

Sound like the right job for you? Get in touch, we'd love to hear from you.