



Job Description: Marketing Assistant

Job title	Marketing Assistant (Part time, 25 hours p/w, ideally over 4 days)		
Salary	£9/hour		
Department	Marketing	Location	Exeter
Reporting to	Marketing Manager		
Responsible for	NA		

<p>Purpose and objectives of the role</p> <p>This new role will support the full time Marketing Manager in all aspects of the Cathedral's marketing activity, with a particular focus on the production of short videos, and management of social media accounts.</p> <p>For the right candidate this is an exciting opportunity to gain experience in a hands-on role at Devon's most iconic heritage building, as well as help shape the direction of the Cathedral's marketing across a range of areas.</p> <p>While certain tasks will be clearly defined in advance (for example, part of the role will include supporting the Cathedral's role in the Interreg-funded VISTA-AR project), the role is a fluid one requiring a flexibility of approach and the ability to move rapidly between different areas of work as circumstances dictate.</p>
<p>Main duties and responsibilities</p> <ul style="list-style-type: none"> • Supporting the Marketing Manager in creating digital and print content for the website, social media and other channels. This will include: <ul style="list-style-type: none"> ○ Creating and editing short videos ○ Authoring news stories and press releases for our blog, social media and print publications. • Monitoring and contributing to social media activity to build our digital presence and better engage with a wide range of audiences. • Authoring the Cathedral's monthly e-newsletter, and leading a new initiative to increase public awareness of the Shop and Café. • Using existing templates to produce artwork for print and digital campaigns using Adobe Indesign • Maintaining and contributing to the Cathedral's image repository. • Managing and distributing printed materials around the Cathedral precincts and city centre. • • The post holder will also be expected (and encouraged) to make creative contributions to marketing campaigns (planning and execution) • Working with other departments to help ensure consistency in using the Cathedral's brand. • To ensure that all health and safety instructions are followed and that care is taken to ensure safety for self and colleagues, reporting concerns immediately • carrying out some general administrative tasks. • Any other duties reasonably requested.
<p>Special Requirements</p> <p>ESSENTIAL:</p> <p>Enthusiastic, creative, determined and a team player.</p>



Up to date working knowledge and understanding of social media (including Twitter and Facebook)

Experience of using digital channels to make an impact for an organization or issue

Competent photographer/videographer (the Cathedral has a Canon DSLR, GoPro, external microphones and Adobe editing software)

Excellent communication and interpersonal skills, including experience of producing and editing copy, and creating engaging digital content.

Excellent IT skills in a PC-based environment, with knowledge of at least the Microsoft Office suite, and quick to adapt to and learn new software.

Strong organisational skills.

An empathy with the mission and ministry of the Church of England.

Ability to build good working relationships with a wide range of people, including staff and volunteers.

DESIRABLE:

Experience of running social media platforms and/or websites for a business or charity.

Experience of working in a similar role in another organisation.

A capable designer, competent using Adobe InDesign and/or Adobe Photoshop.

Experience in the not-for-profit sector.