



Volunteer Role Description: Marketing Assistant

Arc Centre and Gallery
Unit 33M Vauxhall Industrial Estate
Greg St Reddish Stockport SK5 7BR

t: 0161 480 7731 | e: info@arc-centre.org

Role Title: Marketing Assistant

Training and support will be provided and skills could be transferable to employment or your own arts or marketing business. Travel expenses will be reimbursed.

Where: Arc Centre and Gallery in Reddish and from home.

When: Flexible to your availability, but equivalent to at least one half day per week.

Duration: Ongoing, with reviews every six months.



What you will be doing:

- Graphic design using tools such as Canva to create content and print materials.
- Posting to the Wordpress website and social media platforms Facebook, Twitter, Instagram and YouTube promote Arc's events and programmes.
- Creating newsletters using tools such as Mailchimp,
- Writing basic blog posts and press releases.
- Researching and contacting new channels and occasional networking.

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- Taking photographs at sessions and events and basic photo editing.
- Posting listings to websites.
- Video content creation using basic software and apps.
- Research into charity marketing trends.
- Development and running of campaigns.
- Basic data handling and analysis skills.
- Evaluating effectiveness of marketing output.

Page 1 of 2 DBS check required: NO Two references required YES
Supervised by: Marketing Officer Prepared by: Engagement Officer

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What you could gain:

- Experience working with an arts and health organisation.
- Being part of our creative team and meeting new people.
- The opportunity to be an advocate and a voice for a charity, helping us to achieve our aim to support people on their journey to increased wellbeing through creative engagement.
- Use your skills and experience to contribute to Arc's increasing impact.
- Skills to add to your CV or put into practice, for example for your own business / career.
- Knowledge and understanding of how health and social care services are delivered.
- Development of communication/writing skills.
- Increased confidence.
- Induction, training and ongoing support from Arc staff.
- Experience of the tasks and skills mentioned above.
- The opportunity to develop your time management and organisational skills.

Essential

- An interest in the arts.
- General digital and admin experience.
- Access to home internet and a computer.
- Smartphone-savviness.
- Adaptability to new digital platforms and tools.
- Some social media familiarity.
- An interest in working long-term in: marketing, digital marketing, social media, PR, journalism, cultural organisations / visitor services, blogging, media etc.
- Enthusiasm and creativity.
- Organised with good attention to detail.
- A degree of dynamism and the ability to work independently as well as in a team.
- The ability to work to occasional tight deadlines or under moderate pressure such as in the run up to an exhibition.
- A willingness to follow guidelines regarding health and safety, equal opportunities, boundaries and confidentiality.



Desirable

- An interest in wellbeing / mental health or some empathy related to the cause.
- A fan of Stockport!
- A student, graduate or anyone wanting to gain experience working in-house for an arts organisation or in a marketing team.
- A degree of confidence to speak to people on the phone, email or to enter a group of people to photograph an arts session for example.
- Some experience with photography.
- A good level of writing and understanding of English.

