

## **Kickstart Scheme: Marketing and Development Assistant (25 hrs p/week)**

### **Job Description**

#### **Background**

Llantarnam Grange Arts Centre (LGAC) is the regional centre for visual and applied art in south-east Wales, typically engaging with around 40,000 people each year through our exhibitions and extensive engagement programmes with the local community. Audiences engage with us at the centre, at venues across the country and connect digitally, reinforcing our position as a valued resource within our county, region and nationally.

This is an opportunity for a Marketing and Development Assistant to join our team, which comprises of Director, Senior Education Officer, Marketing Officer, Administrator, Exhibitions Assistant, Café Manager and Café Assistants. Beyond this core team, we work with artists and freelancers to support the organisation's work. Llantarnam Grange Arts Centre is a charity and a company limited by guarantee and is governed by a board of trustees who support the company in a voluntary capacity. We're looking for someone who will demonstrate genuine commitment to the work we do with our local community and with the arts sector. For details of our work and plans please visit [www.lgac.org.uk](http://www.lgac.org.uk).

#### **Purpose of the job**

To support the team in delivering the organisation's strategic objectives regarding marketing and fundraising, communicating who we are, what we do, and promoting our work to partners, audiences, participants, and stakeholders across all platforms as well as seeking project funding to continue the work we do.

#### **Key Roles and responsibilities**

- Be consistent with LGAC's brand, voice, values through all communications
- Assist in the administration and growth LGAC's social media presence
- Assist with email campaigns and mailing lists
- Assist with updating LGAC's website
- Assist in production of exhibition interpretation
- Support audience research initiatives, aimed at creating a better understanding of audience profiles, motivations and opinions
- Assist in the research of potential project funding from Trusts and Foundations
- Assist in the compiling of information and data to support funding applications
- Ensure all LGAC's Policies are adhered to
- Support our individual giving and donations campaigns

#### **PERSON SPECIFICATION**

This position would suit someone who has experience/ training in marketing, communications or fundraising either through work or training, or for someone who has an ambition to work in these fields in the creative sector. This could be a new graduate, or someone looking for an opportunity to work in the creative sector. If you are energetic with a creative approach, have a strong focus on our community, and the value of the work we do we would love to hear from you. The successful

candidate will have a passion for arts and culture and will champion the need for a broad cross section of society to participate as audiences. You will need to work well with the team but be self-motivated to work independently. We welcome applications from fluent Welsh speakers, learners or those willing to learn.

For this role we are encouraging applications from Black, Asian and Ethnic Minority backgrounds; we welcome lived experiences on a level par with employment experiences.

### **Key skills, attributes and experience**

#### **Essential:**

- A strong visual sense and creative skills
- Excellent verbal and written communication skills, in particularly social media skills.
- A self-motivated person who works well independently and as part of a small team
- A desire to champion the views and perspectives of audiences through all marketing
- A personal and professional commitment to equality of opportunity and to diversity in all its forms

#### **Desirable:**

- Experience in communications and/or marketing
- Experience in securing donations and/or fundraising
- Ability to speak/write in Welsh
- An interest and knowledge of contemporary art and craft

### **Who can apply?**

Young people aged **16-24 years old**, who are **unemployed** and **claiming Universal Credit**.

#### **Pay:**

National Minimum Wage (or the National Living Wage depending on the age of the participant)

**National Living Wage (23+): £8.91**

**National Minimum Wage (21-22): £8.36**

**National Minimum Wage (18-20): £6.56**

**National Minimum Wage (under 18): £4.62**

The contract is for 25 hours p/week for a fixed term length of 6 months. Llantarnam Grange Arts Centre office hours are typically 9am-4pm Tuesday – Saturday, we are happy to consider flexible working for those who have caring commitments, and will be worked out on a case-by-case basis, and will not have any effect on our decision.

### **How to apply**

First, talk to your work coach in your local Job Centre. A work coach will talk to you about Kickstart.

Your work coach will then refer you for the position, pending your suitability and availability.

Canolfan y Celfyddydau

# Llantarnam Grange

Arts Centre

If you haven't visited before, we have a 3-d walkthrough of our building available here to get to know the building a little bit. You can also follow us on social media to get a flavour for the sort of work we might be involved with and/or are passionate about.

## Important dates:

You will need to be referred by your work coach by **5pm 22nd March 2021**. Make sure that you ask your work coach about this in plenty of time.

The placement will start on **6th April 2021**, and run through until **September**, with the possibility of extension, pending funding for the scheme.

Find out more about the Kickstart Scheme here:

<https://www.gov.uk/government/collections/kickstart-scheme>

## Llantarnam Grange Arts Centre is inclusive:

At Llantarnam Grange Arts Centre we are looking for people who reflect the diversity of our communities to help us work in new ways and become more relevant to the communities we serve. This is not present in our current workforce, so we actively encourage applications from people from Black and non-black people of colour as well as people with mental and/or physical health visible or invisible disabilities/ long-term illnesses.

## Contact:

We welcome any questions about this process and will be happy to talk to you about any aspect of working at Llantarnam Grange Arts Centre.

Louise Jones-Williams, Director – [director@lgac.org.uk](mailto:director@lgac.org.uk)

Bob Gelsthorpe, Marketing Officer – [marketing@lgac.org.uk](mailto:marketing@lgac.org.uk)

**KICKSTART**  
**SCHEME**