

Job Description and Person Specification

Marketing & Events Trainee

Hours:	21 hours (part-time), 3 days per week with flexibility on days worked between Mon to Fri 9am–5pm and expectation to work some evening and weekend events
Location:	On-site Bow Arts office (Bow, E3) / Thamesmead (SE17) / Royal Albert Wharf (E16)
Salary range:	£23,933 per annum pro rata
Benefits:	25 days holiday entitlement pro rata, Cycle Loan Scheme, Season Ticket Loan Scheme, Workplace Pension, Remploy Access to Work Mental Health Support Service, staff socials
Duration:	Fixed Term, 1 year (12 months) from 2nd September 2024
Reports to:	Enterprise and Placemaking Project Manager

Context of role

We create inspirational, supportive environments where artists and communities interact, learn and flourish. Since 1994, Bow Arts has nurtured London's diverse creativity and talent. We've provided artists and creative practitioners with affordable workspace, connecting them with local communities and supporting their professional development. We give communities throughout London greater access to and interaction with the arts, through our schools programme, workshops, exhibitions and events.

We're an arts and education charity and a social enterprise; our services support the growth of sustainable local creative economies. Over 500 artists, designers and makers are affiliated with Bow Arts through our workspace, affordable housing for creatives, and award-winning schools and young people's learning programme.

Bow Arts is dedicated to promoting equality of opportunity, tackling discrimination, and welcoming and valuing the inclusivity of the communities we serve. We anonymise applicants at our initial shortlisting stage, removing any non-essential information before we start selection to address the possibility of unconscious bias.

About the role

We are seeking a Marketing & Events Trainee to join the Bow Arts Team. The role will be part of the Enterprise and Placemaking (E&P) department assisting with the promotion and delivery of an exciting cultural programme in Thamesmead and Royal Albert Wharf.

The role is a 1-Year traineeship in which the successful applicant will gain skills and experience in administration, marketing and event management. A full induction will be provided, with further on-the job training. The traineeship is suited to someone with an interest in hands-on learning and an eagerness to create and share ideas. The role will be based at Bow Arts' office and involve work in Thamesmead and Royal Albert Wharf.

The traineeship is for a young person aged 18-24 years old. We particularly encourage applicants with a link to Thamesmead or Bexley either through residency, education or employment.

Due to our work with young people, all staff are subject to an enhanced Disclosure and Barring Service (DBS) check.

Job Description

Administration - with relevant training, you will be able to:

- Assist with income generation activity such as processing venue hires.
- Ensure smooth and consistent collection of visitor data, using visitor log (and keep the digital master updated)
- Ensure financial documents are passed on swiftly and accurately for processing.
- Maintain accurate financial records and liaise effectively with the Finance Team and E&P Project Manager (e.g. sales invoices)

- Understand Bow Arts administrative and financial processes and undertake a range of financial tasks with Bow Arts' strategic aim of financial sustainability and sound record keeping.
- Assist with general enquiries from members of the public.

Project and Event management – with relevant training you will be able to:

- Assist with the development and delivery of audience-focused events in Thamesmead and Royal Albert Wharf with a view to running your own initiated event (some events can take place in evenings or weekends, you will take 'Time Off In Lieu' to compensate for out-of-hours work at events).
- Liaise with artists and project partners to assist the programme delivery engaging with elements such as health & safety, event staffing and budgeting alongside the E&P Project Manager.
- Shadow team during project meetings for exhibitions, events, residencies, and public art commissions.
- Assist in audience development by bringing new ideas and perspectives to the team during programme planning.

Marketing and Communications - with relevant training, you will be able to:

- Maintain and update relevant website pages (Bow Arts and external listings).
- Create marketing content for social media posts (including Twitter, Facebook, and Instagram) to work towards managing the Lakeside Centre and Royal Albert Wharf Instagram feeds.
- Collaborate with artists and event participants to create effective marketing for events and to promote Bow Arts activity, in line with Bow Arts marketing guidelines.
- Assist the Marketing Officer in developing marketing campaigns for exhibitions and events, including local marketing (leafleting and sharing with local organisations)
- Produce event blogs / news pages for the website.

- Be an engaged participant and ambassador at events, including launch events, private views and Open Studios (flexible working hours are required to work some events).
- To monitor and report on social media engagement with the Marketing Officer.

General Tasks

- A willingness to undertake training as required for the development of the post.
- Engage with staff and clients of Bow Arts in a positive and constructive manner and shadow / attend such meetings as the post requires.
- Undertake duties proactively and work in accordance with Bow Arts' aims and objectives.
- Ensure compliance with Bow Arts' policies and procedures, and all relevant statutory requirements.
- Maintain confidentiality agreements and conduct yourself in a professional manner.
- Undertake any other duties commensurate with the post as directed by your line manager.

Person Specification

In the application process we are looking for you to demonstrate:

A passion for, or desire to, work in the arts / creative industries
Confidence in public-facing roles and/or events work
Good verbal and written communication skills
An attention to detail and good presentation of work.

Ability to prioritise and plan workloads effectively.
Ability to work collaboratively, flexibly and co-operatively as part of a team.
A willingness to work flexible hours including some work evening or weekend events, repaid through Time Off in Lieu, agreed in advance with your line manager
IT literate with good working knowledge and capability in using PCs, MS Outlook, MS Office 365 applications (Word, Excel, PowerPoint)
An interest in and a desire to learn more about arts marketing.
A knowledge of Southeast London communities, in particular Thamesmead and an enthusiasm for providing access to the arts and creating opportunities for the local community.
Willingness to learn Canva, Photoshop, InDesign

Person Specification (Desirable)

Experience in arts marketing
Experience working in events
Experience of using Canva, Photoshop and InDesign

To apply for this role, please complete the [application form](#) and [equal opportunities monitoring form](#). CVs will not be accepted. If you have any questions, access requirements, or require the application in a different format, please email recruitment@bowarts.com or phone 020 8980 7774.

Application Closing Date: 12 Midnight, Wednesday 31st July 2024

Interview Date: Wednesday 14th August 2024

Please note, Bow Arts' studio holders are not eligible for this role due to conflict of interest.