



Department
for Work &
Pensions

KICKSTART SCHEME

DWP Bid Unique Identifier (DWP use only)

Job title Marketing and Social Media Assistant

**Company name and
postcode** The Workshop under The Garage Trust, PE30 1DL

Job summary (Outline of the job description including key responsibilities and detail of the skills the young person will develop and details of homeworking. Please provide as much detail as possible Please do not use bullet points)

Helping to promote our performing arts venue and offering, the post holder will support the Participation Programme Manager in running The Workshop's marketing campaigns and social media accounts.

To do this the post holder will use creative templates to generate engaging and varied content across a range of platforms (Tik Tok, Instagram, Facebook etc) and in a range of mediums. They will also help us to engage with the community, both virtually and in person, to help sell our products with eye-catching campaigns.

General duties will include posting and scheduling on social media to ensure consistent and relevant engagement, replying to or forwarding on interactions with the public on these applications appropriately, providing online guidance to our participants, ensuring all online information is up to date (including our website). To guarantee this relevancy, they will need to liaise with The Workshop team to guarantee all projects and good work are publicised, adapt flyer and poster templates for us to display in our venue and around town and use market research and insights to inform an experimental and creative use of marketing.

The Workshop is both playful and professional; we want a marketing and social media assistant with this approach and the ability to emulate this tone.

When applying please specify any and all digital-marketing and media programmes you are proficient in. We are also open for the candidate to teach on our delivery team, should they have the necessary artistic disciplinary expertise. The post holder will be required to consent to a DBS check.

Please contact recruitment@theworkshop.org.uk with a CV and covering letter if interested.



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Essential skills, experience and qualifications (please do not use bullet points)

The candidate will need good communication skills; demonstrating the ability to work effectively with a variety of people including staff and the general public. This communication prowess should also come through in their marketing contributions and campaigns, to assist with our clarity and branding as an organisation. Good IT and organisational skills are also key. It is also desirable that candidates have interest in the arts and/or education.

Awareness of trends and creative implementation of them will be strongly encouraged as the trust moves towards an event-based and community focussed marketing scheme. Likewise, knowledge of the area is also desirable as our work continues to harmonise with the cultural landscape of West Norfolk.

Experience or qualification in marketing or sales, especially in the arts, is also desirable.

Job category (DWP use only)

Number of hours per week 25

Working pattern and contracted hours (including any shift patterns) Typically Tuesday 9:00-6:00, Thursday 9:30-5:30, Friday 9:30-5:30, however more convenient hours for the candidate may be arranged.

Hourly rate of pay National Living Wage for age group

Details of employability support (training opportunities/mentor)



Workplace induction, performance review and exit support.

Individual skills audit and progress reviews, through the SkillsBuilder framework.

Access to the Kickstart East Anglia Induction and Progression training packages, including a range of sessions on transferable employability skills including: telephone and front of house communication, Excel, data protection, timekeeping, and goal setting.

Enrollment in the bespoke Kickstart East Anglia peer-to-peer and industry networking platform.

Role specific training, including:

- Kooth Wellbeing
- Safeguarding training
- Child bereavement awareness training
- Gender Smart training
- Safe spaces
- Designated CP training
- WEA partnership network
- Wellbeing network
- Employability network
- Reflective practitioner training
- LSCG network
- My Concern training
- Managing stress and anxiety
- Experienced 1 to 1 Mentorship, modelled of our Introduction to Creative Industries Programme

Closing date for applications 31st May 2021

Using the table on the next page please provide details for each Job by location.



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Employer Job reference (where applicable) 12 Characters Max	Job location and address including post code. (Homeworking - specify if there will be a requirement to attend a different work location and its address/postcode)	Contact details for the Job: Name (required) Email address (required) Telephone (optional)	How to apply for the Job. Provide a method and an: Email address or Website address or Telephone number	Number of Jobs at location	Maximum number of referrals per Job	Is public transport available? Yes/ No/ Don't know	Anticipated start date (if known)
N/A	The Workshop, 38 New Conduit Street, King's Lynn, PE30 1DL	Freddie Main, Freddie.main@theworkshop.org.uk	recruitment@theworkshop.org.uk	1	N/A	Yes	07/06/21 earliest

Marketing and Social Media Assistant at The Workshop, King's Lynn, Norfolk.

This vacancy is part of the grant KS386C7787 and an Employer Agreement is in place.