



**Digital Marketing Co-ordinator Internship Job Description**

**Payment:** Real Living Wage rate of £10.90 per hour

**Accountable to:** Macrobert Arts Centre

**Contract:** 420 hours, 21 hours per week, working January 2024 – June 2024

**Location:** Hybrid working available. In office work will be at Macrobert Arts Centre, University of Stirling, Stirling, FK9 4LA

**Organisation profile**: Macrobert Arts Centre is a registered charity and multi-arts venue situated on the University of Stirling Campus. For the past 50 years, we have welcomed audiences and participants from all over Forth Valley, and beyond, to experience a high-quality and inspirational programme of live performances, cinema, art, culture and creative workshops. In a typical year we have around 67,000 bookings for our programmed activity in our venue and over 1,000 people participating in our creative activity workshops. We have a large theatre space, a smaller studio theatre, an exhibition space, a cinema, and three workshop/learning spaces for visitors to enjoy.

We believe in the power of the arts to make the world a better place; in supporting people and ideas to build a creative sector that is more vibrant, nourishing and sustainable; and that an arts centre should be for everyone.

**Website:** www.macrobertartscentre.org

**Internship overview**

The Digital Marketing Co-ordinator will work closely with our Marketing Manager and will be responsible for raising the profile of Macrobert Arts Centre and its diverse, unique, and inspiring work, including our programmed activity (such as theatre and cinema offering), our Creative Activities workshops and our charitable aims. The post-holder will be a vital addition to our small team as we look at new and meaningful ways to engage audiences and diversify our income streams.

Using digital marketing channels, and our Customer Relationship Management (CRM) system (Spektrix), the post-holder will develop our customer relationship management systems and process to maximise customer loyalty, integrating box office functions to promote increase attendance and collectively reach sales targets.

**Main duties and tasks**

* Work closely with our Marketing Manger to analyse and report on data to inform our marketing mix and digital campaigns to successfully reach sales and income targets
* Build good working relationships with visiting companies, co-ordinating ticketing and reporting requests
* Engage new audiences through digital campaigns to increase followers across Facebook, Instagram, X (formerly Twitter) and visitors to our website
* Co-manage website content and maintenance, ensuring regular updates and appropriate content placement
* A strong focus around developing email marketing using automated functions and exploring development and implementation of software capabilities
* Work closely with our Marketing Manager and Creative Activities team to implement our audience development strategy
* Social media management and content curation and creation
* Assist team members on strategic and creative projects to effectively produce marketing communications for external stakeholders.

The main responsibilities are a guide to the nature of the duties required within this role. You may be required to carry out other duties when necessary.

**Person Specification**

**Essential skills and experience:**

Essential:

* An interest in developing and delivering effective marketing campaigns
* Excellent copywriting and proofreading skills
* Good knowledge of maintaining websites and other online platforms
* Experience of collecting, analysing and using data
* An interest in the arts and developing audiences with the arts/culture sector
* Excellent time-management skills and an ability to consistently meet deadlines
* A positive, proactive and flexible approach
* An ability to work independently and as part of a team to develop and deliver content to secure stronger outcomes.
* Have a clear need for the opportunity, and be able to show how it will help you overcome barriers to achieving your career goals. **(this is assessed in the sections motivation for applying, skills development, and current employment status.)**
* Must define as Deaf or disabled which includes physical, sensory and mental impairments, neurodivergent, learning disabilities, learning difficulties such as dyslexia or long term health conditions. **(You do not need to give details in the supporting statement unless you wish to. If you do, this will not be removed from the application before the shortlisting panel sees it.)**

Desirable:

* Relevant qualification in marketing/digital marketing
* Experience in using ticketing software (Spektrix)
* Understanding the importance of the role within the arts in effecting social change and improving the lives of people
* Sensitivity and discretion when dealing with people and information.

If you don’t meet all of the criteria above but you are still interested in this position and feel you’d be a good fit or have transferrable skills, then we would still encourage you to apply.

**Additional Information**

If you would like to discuss this opportunity with the employer prior to submitting your application, please contact: Wendy Niblock, Marketing Manager at wendy.niblock@macrobertartscentre.org

Completed applications to be forwarded by **10am on Monday 20th November** to **Ellis Moffat** by email: interns@inclusionscotland.org