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**Job Description ESP/ESA/MCI17**

Job Title: **Marketing & Communications Intern**

Location: EastSide Partnership, Avalon House, 278-280 Newtownards Rd, Belfast

Reports to: Manager, EastSide Arts

**Terms and conditions**

**IMPORTANT:** This post is supported by the NI Creative Employment Programme and is only open to young people aged 18-24 years old, who are NOT in full time education and NOT currently working in the arts sector.

**Pay:** £7.05 per hour

**Term:** 6 months (26 weeks), starting 17th July 2017

**Age:** 18-24 years old

**Holidays:** 75 hours plus statutory holidays

**Hours of work:** 30 hours per week, but ability to work flexible hours, including evenings and weekends, especially during festival periods is essential.

EastSide Partnership (ESP) is only able to accept applications from those individuals who are currently eligible to work in the UK. Only those applicants who appear, from the information provided, to be the most suitable in terms of the selection criteria will be called for interview.

**Main Purpose of Job**

The role of the **Marketing and Communications Intern** will be to support the core staff of EastSide Arts (ESA) to effectively market the EastSide Arts programme including the EastSide Arts Festival (3-13 August 2017) and C.S. Lewis Festival (18-22 November 2017), with particular focus on social media, and to create, with support from ESA staff, a social media strategy and action plan that integrates with the overall strategy for the wider EastSide Partnership organisation.

**Summary of responsibilities and personal duties**

1. Support and promote all EastSide Arts activities through development of appropriate online and offline marketing tools
2. Assist the Manager and Community Arts Officer to create a social media plan for the EastSide Arts and C.S. Lewis Festivals
3. Manage (with support from the Community Arts Officer) the existing digital media platforms (Facebook, Twitter, Website) in the run up to, and during both festivals to increase awareness of events and drive attendance
   1. Develop and design content for social media
   2. Respond to queries received via websites and social media
4. Assist the Manager with the preparation of all print and publicity materials for both festivals, including collation of copy and proof reading
5. Assist the staff with the development and circulation of regular e-newsletters to stakeholders with creative and engaging content, to promote festival events
6. Ensure alignment and co-ordination of communications across all relevant ESP projects
7. Attend, as required, EastSide Arts activities and events
8. Monitor EastSide Arts PR/ social media activity and collate this information
9. Undertake such other relevant duties as may from time to time be determined

**Person Specification ESP/ESA/MCI17**

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|  | **Essential** | **Desirable** |
| **Qualifications** | * Level 4 qualification or above in a relevant subject (marketing, communications, PR) |  |
| **Experience** | * Experience of creating a social media strategy * Experience of managing/ delivering a social media campaign * A good understanding of professional social media protocols * Experience of preparation of publicity materials for print ie. proof reading * Excellent communications skills * Excellent organisational skills * Knowledge of a range of communication channels * Good knowledge of Microsoft Office (Word, Excel, Publisher etc) | * 1 year’s experience in a social media, marketing or communications role |
| **Skills** | * Written communication – the ability to write in a clear, simple language; * Oral communication – the ability to listen and respond to requests from management and staff and to communicate with others both internally and externally; * Team member – the ability to work as a member of a team, providing support to colleagues in an efficient and effective manner on a wide range of tasks and duties to achieve objectives; * Customer care – the ability to identify and deal with the needs of customers via various communication channels * Technological skills- the knowledge of social media platforms, email marketing, search engine optimisation, Microsoft Office; | * Design/ creativity skills- the ability to use Photoshop, InDesign, Canva or similar to design materials/ content * Knowledge of Content Management Systems (preferably Drupal) |
| **Disposition** | * Well presented & inspires confidence * Self-motivated and initiative taking |  |
| **Knowledge & Values** | Commitment to regeneration, the arts and a partnership approach |  |
| **Circumstances** | * Ability to work flexible hours including evenings and weekends * Hold a full current driving license and have access to a car |  |

**Application Process ESP/ESA/MCI17**

**Application**

* An application pack can be downloaded from [www.eastsidepartnership.com/recruitment](http://www.eastsidepartnership.com/recruitment)
* To apply please send the following by email to Geraldine Raine, [geraldine@eastsidepartnership.com](mailto:geraldine@eastsidepartnership.com)
  + Cover letter (maximum 1 x A4 page)and CV (maximum 2 x A4 page) outlining relevant skills and experience
  + Monitoring Form (Page 6)
* Application will only be accepted by email to [geraldine@eastsidepartnership.com](mailto:geraldine@eastsidepartnership.com) and will be acknowledged by email. If not acknowledged please contact Geraldine on 028 9045 1900
* Completed applications must arrive by **12 noon, Wednesday 28th June 2017**
* For more information on this opportunity please contact Rachel Kennedy, EastSide Arts Manager by tel: 028 9046 7937 or email [rachel@eastsidepartnership.com](mailto:rachel@eastsidepartnership.com)
* We may only interview those applicants who appear, from the information provided in the application form, to be the most suitable in terms of the person specification provided.

**Equal Opportunities**

* EastSide Partnership is an equal opportunities employer. EastSide Partnership does not permit unlawful discrimination of any kind against any person on grounds which include gender, sexual orientation, marital status, religious belief or political opinion, race or disability. Unlawful discrimination is defined as treating a person less favourably than others are, or would be treated in the same or similar circumstances.

**Canvassing**

* Canvassing in any form will, if proved to the satisfaction of EastSide Partnership, disqualify a candidate for the appointment

**Shortlisting**

* Shortlisting will take place on **Friday 30th June 2017** after which you will be informed by email whether or not you are to be called for interview, and at what time. The panel may decide to only interview those candidates who best meet the essential criteria.

**Interviews**

* **Interviews will take place on Monday 3rd and Tuesday 4th July 2017.** Please ensure your availability for interview on theses date prior to application, as it may not be possible to arrange an alternative date.

**Supplementary Information ESP/ESA/MCI17**

EastSide Arts is a wholly owned subsidiary of EastSide Partnership, a regeneration organisation that has been working in east Belfast for more than twenty years.

Our Mission -

Inspire EastSide residents and visitors by celebrating east Belfast, nurturing creative talent and delivering excellent programmes and events.

Our Aims -

* Ensure the sustainability and relevance of EastSide Arts
* Develop and nurture creative talent
* Deliver excellent, inspirational events and programmes
* Collaborate with local communities to widen and diversify accessibility to the arts
* Celebrate the culture and heritage of east Belfast

Our Values -

* Be ambitious
* Work inclusively and collaboratively
* Be creative and passionate
* Strive for excellence
* Nurture growth and regeneration
* Take risks, be provocative
* Be relevant

Further information on EastSide Arts is available from our website [www.eastsidearts.net](http://www.eastsidearts.net)

Further information on EastSide Partnership is available from our website [www.eastsidepartnership.com](http://www.eastsidepartnership.com)

**Office Ref:**

**Equal Opportunities Monitoring Form ESP/ESA/MCI17**

**Ref No: ESP/ESA/MCI17 Private & Confidential**

We are an Equal Opportunity Employer. We do not discriminate on grounds of religious belief or political opinion. We practice equality of Opportunity in employment and select the best person for the job.

To demonstrate our commitment to equality of opportunity in employment we need to monitor the community background of our applicants and employees, as required by the Fair Employment and Treatment (NI) Order 1998.

Regardless of whether we practice religion, most of us in Northern Ireland are seen as Catholic or Protestant. We are therefore asking you to indicate your community background by ticking the appropriate box below.

**I am a member of the Protestant community**

**I am a member of the Roman Catholic community**

**I am a member of neither the Protestant nor Roman**

**Catholic community**

**Please indicate whether you are: Female**

**Male**

If you do not complete this questionnaire, we are encouraged to use the “residuary” method, which means that we can make a determination on the basis of personal information on file/application form.

Note: It is a criminal offence under the legislation for a person to “give false information in connection with the preparation of the monitoring return”.