

Reference Number:	Gulb_DC_18
Salary Scale:	Grade 3 £16,357 - £18,212 per annum (pro rata 15 hours per week) (Unpaid) internship 20 hours per week.
Department:	Gulbenkian
Contract:	Part time 15 hours per week, (with 20 hour industry placement making 35 hours per week).
Location:	University of Kent, Canterbury Campus
Responsible to:	Head of Marketing, Gulbenkian
Responsible for:	N/A
Closing date for applications:	21st May
Interviews are expected to be held on:	29th or 30th May
Expected start date:	August/September 2018

The Opportunity

This is an internship opportunity for students with a passion for marketing and communications.

As this is a Year in Industry/Placement Year opportunity, the learning outcomes of the relevant university module will need to be met whilst on placement. Contact humsplacements@kent.ac.uk in the first instance for more information.

Based in the marketing office at Gulbenkian, the position is 35 hours per week, with 15 hours paid work with on Gulbenkian's ART31 project and 20 hours unpaid internship working with the Gulbenkian marketing team on wider marketing projects.

The internship holder will have the opportunity to participate in a range of communications activities, including marketing planning and strategy, co-ordinating design and print

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production, website and social media, and issuing press releases. The focus of the role though is to learn key digital skills and deliver promotions via web, email and social media.

The Role

Gulbenkian provides brilliant theatre and cinema experiences for a range of audiences, but with a specific emphasis on young people (up to 25 years old). The focus of the internship is to create and distribute digital content to excite and inspire young people to engage with Gulbenkian and the arts.

15 hours per week will be paid and focused on Gulbenkian's ART31 project:

ART31 is a young person led movement in Kent, supported by Gulbenkian and funded by Arts Council England. ART31 want to #ChangeKent, by creating more artistic events and opportunities for young people, by motivating young people to be creative, and to try art forms they wouldn't usually think of, and leading young people to take control and get involved in making decisions.

The post holder will support the ART31 project leaders (Head of Marketing and the Head of Creative Learning) to deliver the digital aims of ART31 and to support Gulbenkian in its aim to connect young people with the arts, administer ART31.co.uk and the ART31 social media platforms, and support the Head of Marketing in developing media31, a group of young people creating exciting digital materials for ART31.

20 hours per week will be unpaid and focused on supporting Gulbenkian's wider marketing activities:

The role holder will support the Head of Marketing to promote Gulbenkian to students at all Canterbury's universities. This includes promoting our student discounts, 2forTuesdays cinema offer, and delivering regular e-newsletters and social media updates to our Gulbenkian Uncovered network.

In addition the role holder will have the opportunity to work with the marketing team on delivering digital communications to cinema and theatre audiences, increasing ticket sales.

Gulbenkian intend this to be a fantastic opportunity for an intern to develop their digital marketing skills and learn new practices that will help in their future career, and the role holder will be supported by Gulbenkian to do this.

Key Accountabilities / Primary Responsibilities

ART31 project

Collate information - from event organisers across Kent to create a list of opportunities for 13-25 year olds in the county, and post these on ART31.co.uk making it a valuable resource for young people in the county.



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ART31 Digital content – Help populate the new ART31 website and social media channels, working with young people to create exciting content that promotes all the brilliant things there are to do in the county.

Media31 & Gulbenkian Uncovered – Support the Gulbenkian marketing team to administer and deliver these two key young people groups.

Wider Gulbenkian Internship

Develop young audiences – work with Gulbenkian’s student group, Gulbenkian Uncovered to develop student audiences, including flyers and delivering our fortnightly student e-newsletter.

Gulbenkian Digital Content – Support the Gulbenkian marketing team to deliver regular e-shots and social media aimed at our theatre and cinema audiences.

Key Duties

Administer the ART31 website, e-news and social media channels, working with the Gulbenkian marketing team and media31 to ensure that content is constantly updated and inspiring.

Contact and chase arts organisations across Kent to upload events and opportunities to art31.co.uk. This includes a regular e-newsletter to the ART31 organisation mailing list.

Support the Gulbenkian marketing team to run media31 and Uncovered meetings, and where appropriate attend ART31 meetings.

Assist the Gulbenkian marketing team to create and distribute its digital materials, including regular e-newsletters for film and theatre.

All of the above to be carried out in collaboration with other young people

Please note

The post holder will be expected to be flexible in approach and undertake other tasks as determined from time to time by the Head of Marketing. The post will require work to be performed evenings and weekends. It will include and attendance at Gulbenkian events on a regular basis.

It is a condition of this post that satisfactory Enhanced disclosure is obtained from the Disclosure and Barring Service. Such other duties, commensurate with the grading of the post that may be assigned by the Head of Department/School Administration Manager or their nominee.

Health, Safety & Wellbeing Considerations



HR EXCELLENCE IN RESEARCH

This role involves undertaking duties which include the Health, Safety and wellbeing issues outlined below. Please be aware of these, when considering your suitability for the role.

- Regular use of Screen Display Equipment
- Night work (at least 3 hours between midnight and 5am) and/or **Shift work**

Internal & External Relationships

Noting that all relationships are owned by either Head of Marketing and/or Head of Learning, but the role holder will be expected to communicate confidently with a range of stakeholders.

Internal:

Gulbenkian and Commercial Services staff at all levels, academic staff, other University staff and students

External:

A range of stakeholders including children and young people, artists, teachers, representatives of other arts organisations, young people's organisations and agencies, public, suppliers and contractors.

Person Specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications are assessed against each of the criteria either at application or interview stage. Applications will be deemed unsuccessful if an essential criterion is not met. This may also help you self-select if you are suitable for the role.

▪ Qualifications / Training

	Essential	Desirable
Education to A-level	✓	

▪ Experience / Knowledge

	Essential	Desirable
Experience of working in the arts (paid or voluntary)		✓
Experience of working with young people (paid or voluntary)		✓
Experience of office administration	✓	
Experience of marketing processes, including print production		✓
Experience of running social media campaigns		✓
Experience of working with press		✓
Experience of monitoring and evaluation		✓

▪ Skills / Abilities



	Essential	Desirable
Excellent IT skills, particularly Microsoft Office packages	✓	
Excellent interpersonal and communication skills	✓	
Excellent organisational skills	✓	
Excellent literacy and numeracy skills	✓	
Accuracy and attention to detail	✓	

▪ **Additional Attributes**

	Essential	Desirable
Flexibility as to days and hours of work	✓	
A flexible and enthusiastic approach to change	✓	
A readiness to share ideas and constructive feedback with and from others	✓	
An ability to build a good rapport with children and young people	✓	
A demonstrable passion for the arts	✓	
Highly motivated, positive outlook with a 'can do' attitude initiative and resourcefulness	✓	

After your Placement Year it is expected that you will have gained:

- Experience of how a theatre Marketing Office operates and fits within the overall organisation.
- Key skills and experience in developing and delivering digital marketing activities – including website updating, blog content, social media, and email communications.
- Opportunities to gain skills in short film making (for social media), managing design and print production.
- Opportunities to lead and/or support young people groups (media31 & Uncovered).
- Skills in liaising with stakeholders and generating content for websites.
- Wider understanding of how a theatre runs and the opportunity to work as part of the wider team.

How to apply: Applicants should email a copy of their CV and a covering letter detailing why he/she is interested in this position (no more than 500 words) to employability@kent.ac.uk, quoting reference number **GULB_DC_18** in the subject line of the email. Applications received after the closing date will not be considered.