

MARKETING JOB DESCRIPTION

Post	Marketing & Communications Assistant – Freelance – Long term
Hours	To start ASAP (Late August/Early Sept 2019) 3 - 8 hours a week. Flexible hours.
Remuneration	To be discussed after application depending on experience
Closing Date	15th September 2019

Funk It Up Dance is an established creative dance business in Bristol which has been running for 17 years. We are looking for an individual with strong marketing skills and passion with a desire to invest energy into the business and help promote the growth of Funk It Up. The ideal candidate would see themselves growing with the business, creating something out of this opportunity and finding a satisfying place as part of the Funk It Up Team.

They need to create and implement a strategic marketing plan so that our various classes are full as well promoting the range of services that we offer to new organisations and increasing the amount of bookings we take as a result. They will be a self motivated individual with a good initiative & knowledge base for marketing and social media relating to a small arts business. The role is somewhat customer facing so they will have good communication skills and can demonstrate professional yet upbeat and friendly interactions with our clients & other freelancers you may work with.

Marketing will need to be done both for our public classes & classes/workshops we hold at schools & other external organisations. They will also be required to maintain our Social media platforms and Website including our Uniform Shop. They will also be required to create Mailchimp Newsletters and bulletins for our various stakeholders that have a professional yet vibrant layout and create 'funky' fliers, posters etc in line with the Funk It Up brand.

This is an ideal opportunity for somebody who has an interest in Marketing, Social Media and Dance (or the wider arts), and feels passion & enthusiasm to provide our clients a very satisfactory experience and to be part of a team that helps a small creative business expand. This is a freelance role with flexible hours. Hours may vary slightly around special events, Christmas and Summer Shows so you must be flexible. Some weekend and evening work may be required but this can be minimized.

JOB ROLE

- Creation and Implementation of Marketing, Social Media and Sales strategies that will maintain and expand the brand and business of Funk It Up Dance.

CORE RESPONSIBILITIES

- Upkeep of Social Media Channels (Facebook, Instagram, Twitter & Vimeo)
- Upkeep of Website & taking actions so it stays at the top of search engines
- Updating our info of free online class listings and finding new ones e.g. netmums, Hoop etc
- Updating Flyers, Posters & designing mailchimp templates for online & to physically display at our venues
- Finding opportunities to promote business through trade shows, local events, fetes & coordinating these.
- Organising promotional presentations for Principal to show at schools & other organisations
- Review and redesign of our marketing documentation stored in our online filing system (Gdrive), and creation of any new documents required.
- Having access to a texting system either through phone or online to text students about classes
- Support Principal with various events, holiday clubs, festivals and shows
- Making forecasts, planning marketing timeline, monitoring budgets, maintaining research information & outcomes in a database.
- Researches competitive services.
- Offering new ideas for marketing and ideas for areas where we can bring our services to.

SKILLS REQUIRED:

TECHNICAL SKILLS	ESSENTIAL	DESIRABLE
1: Excellent skills computer skills: Microsoft Packages including Word, Excel, Powerpoint. Social Media Platforms Instagram, Facebook, Twitter, Vimeo.	Essential	
2: Experience of using Google Drive, Mail and Contacts.		Desirable
3: Experience of Design of Marketing materials e.g. Flyers and Posters		Desirable
4: Experience of using Wordpress: administrative and more technical understanding		Desirable
PERSONAL/ SOFT SKILLS		
5: Excellent, Confident telephone manner	Essential	
6: Organised, Driven and Self Motivated	Essential	
7: Detail oriented with good spelling and grammar	Essential	
8: Calm and Friendly	Essential	
9: Good Customer Service Skills	Essential	
10: Flexible in approach to work - tasks may vary and will need ability to go with the flow of work and support	Essential	
11: Self Employed or has understanding of Self- Employment	Essential	
12: Reliable and trustworthy	Essential	
HARDWARE NEEDS:		
13: Must own computer with antivirus software	Essential	
14: Must have own phone with free text/ calls facility or willing to find contract that has this facility (can be discussed)	Essential	

To Apply – Using the above skills analysis please write a focused covering letter telling us why you are ideal for this role and email this to us at info@funkitupdance.com along with your CV. Thank you.

Interview Dates to be confirmed shortly.