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Altwood Road

Maidenhead SL6 4PF

Admin: 01628 682555

Email: admin@nordenfarm.org

May 2025

Dear Applicant

## Marketing Assistant

Thank you for your enquiry regarding the post of Marketing Assistant, as advertised. I am pleased to enclose an application pack consisting of the following:

* Job Description and Person Specification
* Application Form
* Equal Opportunities Monitoring Form

Please ensure that you read all information thoroughly before applying. Application should only be made on the enclosed application form (attaching continuation sheets where necessary), answering each section fully. No CVs should be submitted. Applications should be submitted via email or posted to me at the above address.

I look forward to receiving your application and thank you for your interest in the position.

Sincerely

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Jane Corry

**Chief Executive & Artistic Director**

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**Marketing Assistant**

**Job Description**

Post Title: Marketing Assistant

Hours: 4 days per week (occasional evenings/ weekends as required)

Tuesday – Friday 9am – 5.30pm or 9.30am – 6pm

8 hours per day plus 30 minutes lunch break (unpaid)

Salary: £20,313 (4 days a week)

Holiday: Annual holiday entitlement is 24.80 days. This includes an allowance for bank holidays and any bank holidays taken as leave comes off this allowance.

Base: Norden Farm Centre for the Arts, Maidenhead

Reporting to: PR & Marketing Manager and Digital Marketing Manager

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| **Job Summary** |

The Marketing Assistant will play a key role in communication between Norden Farm and its visitors. They will deliver marketing activity in conjunction with the Digital Marketing Manager and the PR & Marketing Manager, working on e-marketing campaigns, website updates, direct mail campaigns, press relations, publicity and PR, print design and distribution, special promotions and other ad hoc activities.

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| **Key Responsibilities** |

**Marketing:**

1. To maintain and update the Norden Farm website including loading copy, images, reviews, links and class information sheets, updating issuu with online brochures.
2. To maintain and update Norden Farm’s social media platforms, continuing to develop the venue’s online presence.
3. To execute a programme of e-flyers, including the weekly What’s On listing, using Dotmailer, to Norden Farm members, individual supporters, subscribers and previous customers.
4. To co-ordinate a distribution and publicity programme, including developing distribution lists for publicity and printed material, researching target groups, arranging school bookbag drops, maintaining town centre posterboards and markets lamppost posters.
5. To maintain and update Norden Farm’s garden boards.
6. To design in-house print using Photoshop and Canva, and format in-house documents such as classical music programmes.
7. To research and participate in town centre PR activities including roadshows, Christmas Light Switch On and other ad hoc events.
8. To co-ordinate and oversee marketing volunteers.
9. To maintain an awareness of the house style and ensure all communications are formatted accordingly.

**General:**

1. To share responsibility in the day to day running of the office including answering the telephone, taking messages and dealing with enquiries.
2. Carry out his/her duties with due regard to the Norden Farm Centre Trust Equal Opportunities Policy and Health & Safety Policy.
3. To undertake any other marketing activities as may be required by the Digital Marketing Manager and PR & Marketing Manager.

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| **Person Specification** |

**Essential**

Candidates must be able to demonstrate:

* Good organisational skills and ability to prioritise and meet deadlines
* Creative writing ability
* Attention to detail
* Experience of using social media
* Ability to problem solve and think laterally
* A genuine passion for the arts
* Excellent verbal and written communication skills, with an eye for detail
* Ability to present information effectively in documents and displays
* A good level of computer literacy (although training on specific software programmes can be arranged)
* Ability to work unsupervised and as part of a team
* Excellent customer service skills
* Enthusiasm and drive to improve skills and experience
* A good level of physical fitness (as lifting and moving boxes, roadshow equipment, postal bags etc is required)

**Desirable**

* One year’s experience in a marketing environment
* Design experience
* Willingness to develop creative, innovative ideas utilising new media for distribution
* Experience of creative writing
* Experience of using Photoshop
* Experience of using Spektrix or similar arts marketing software/databases
* Knowledge of current arts scene
* Full driving licence and own means of transport

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| **Benefits** |

* Complimentary tickets for performances and films, subject to availability and agent ticket policy
* Discount on meals and drinks in the Norden Farm Café Bar
* Free on site parking
* Stakeholder pension scheme

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# Norden Farm Centre for the Arts

**Application Form**

**CONFIDENTIAL**

***Please read the job description and supporting information before completing this form.***

Please complete this form, ensuring you fill in all appropriate sections as fully as possible. Forms may be completed electronically or by hand in black ink. CVs should NOT be included with applications.

Completed application forms may be submitted by email to admin@nordenfarm.org or by post to: Norden Farm Centre for the Arts, Altwood Road, Maidenhead, SL6 4PF.

If you have a disability or any other special need that means you are unable to complete this form or any other part of the process, please contact us to make alternative arrangements.

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| --- | --- |
| **Application for the post of:** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Personal Details | | | | |
| Last Name |  | | | |
| First Names |  | | | |
| Home Address |  | | | |
|  |  | | | |
|  |  | | | |
|  |  | | Postcode |  |
| Telephone | Home |  | Work |  |
|  | Mobile |  |  | |
| Email address |  | | | |
| May we contact you at work? |  | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Education and Training | | | | |
| **Secondary Education** | | | | |
| From | To | | School(s) | Examinations passed/Grades |
|  |  | |  |  |
| **Higher and Further Education (University/College/Apprenticeships etc)** | | | | |
| From | To | | Place of Education | Qualification obtained |
|  |  | |  |  |
| **Short and Part-time Courses** (including relevant in-house training) | | | | |
| Dates | | Details | | |
|  | |  | | |

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| --- | --- | --- | --- |
| Current/Most Recent Employment | | | |
| Position held |  | | |
| Employer’s Name |  | | |
| Employer’s Address |  | | |
|  |  | | |
| Start Date |  | End Date |  |
| Period of Notice Required |  | Current Salary |  |
| Brief Outline of Duties and Responsibilities |  | | |
| Reason for Leaving |  | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Previous Employment | | | | |
| Date from | Date to | Name, location and nature of employer’s business | Position held | Reason for leaving |
|  |  |  |  |  |

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| Supporting Information |
| Please use this space to tell us why you have applied for this position and what you will bring to the post. Describe how the skills and experience you possess would enable you to fulfil the role as described in the job description and any other information that supports your application. Use a continuation sheet if necessary |
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| --- | --- |
| Further Information | |
| Do you hold a current and full (not provisional) EU driver’s licence? |  |
| Do you require a work permit to work in the United Kingdom? |  |
| Please state how many days you have been absent from work/college due to illness during the last two years, providing details for any extended absence if you wish.\* |  |
| *Under the Rehabilitation of Offenders Act 1974, candidates are not usually required to give details of spent offences* |  |
| Have you ever been convicted, cautioned, bound over or have a conviction pending in respect of any criminal offence which is not considered spent? \* | |
| *\* Please use an additional sheet if necessary* |  |

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| --- | --- | --- |
| References | | |
| Please give the names and addresses of two people, not relatives, one of who should be your current employer (or last employer) from whom confidential references may be obtained. It is Norden Farm’s policy to contact referees before an offer of employment is made. Please indicate if you would prefer this NOT to happen. | | |
| Name | Position | Address/Telephone Number/Email |
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| Declaration | |
| I declare that the information on this application is, to the best of my knowledge, true and complete | |
| Signed | Date |

# Norden Farm Centre for the Arts

##### Equal Opportunities Monitoring Form

**On receipt, this section will be detached from the main body of the application form and will not form any part of the selection process**

**1. Ethnic Origin**

(Please tick as appropriate)

I would describe myself as being:

|  |  |  |  |
| --- | --- | --- | --- |
| White: | |  | Chinese |
|  | British |  |  |
|  | Irish |  | Asian and white |
|  | Any other White background |  | Black African and white |
|  |  |  | Black Caribbean and white |
| Black or Black British: | |  | Chinese and white |
|  | Black African |  |  |
|  | Black Caribbean |  | Any other background from more than one ethnic group |
|  | Any other Black background |  |
|  |  |  |  |
| Asian or Asian British: | |  | Any other ethnic group (Please give details below) |
|  | Asian Bangladeshi |  |
|  | Asian Indian |  |
|  | Asian Pakistani |  |  |
|  | Any other Asian background |  | Prefer not to answer |

**2. Gender**

|  |  |
| --- | --- |
|  | Male |
|  | Female |
|  | Non-binary |
|  | Other |
|  | Prefer not to answer |

|  |  |
| --- | --- |
| If selected other, feel free to self-describe |  |

**3. Disability**

Do you consider yourself to be disabled:

|  |  |
| --- | --- |
|  | Yes |
|  | No |
|  | Prefer not to answer |

|  |  |
| --- | --- |
| Where did you see this job advertised: |  |