

Marketing Assistant

COAM is seeking a part-time marketing assistant to join our Communications Team to help the Marketing Manager promote the Museum and its diverse programme, including events, education and weddings.

Main tasks:

- Contribute to the teams planning of marketing campaigns and help implement them across digital advertising, social media and print.
- Add all Museum events onto online directories in good time and ensure that they are kept up to date
- Liaise with the Operations Manager and Weddings Coordinator to ensure wedding content is kept up to date on the Museum website and online directories and platforms
- Send images and Museum details to press contacts
- Resize and crop images for marketing, web and press
- Provide essential administrative support for the Communications Team
- Work with the Marketing Manager, to help grow the Museum's audiences with a focus on data capture and segmentation
- Assist the Marketing Manager with updating content and maintaining good SEO on Museum website
- Help generate content for social media channels
- Work with the Marketing Manager to come up with engaging digital content for the Museum's online blog and social media
- Design and put together Education email marketing
- Manage and create prize vouchers for competitions
- Help respond to social media engagement
- Help develop and implement an Museum Instagram strategy
- Assist in the creation of short videos for social media and web
- Assist with the generation of content for Museum newsletter
- Assist with other Museum marketing activities
- Ensure marketing signage onsite is kept up to date

Person Specification

Experience of working in a busy office with an interest in marketing is required.

- **Required Skills**
 - Excellent written and verbal communication skills with the ability to be confident, patient and articulate when communicating at all levels, particularly with members of the public and trade contacts
- Good organisational and administrative skills with the ability to prioritise workload and be flexible
- Good typing and IT skills
- A knowledge of marketing, PR and communications

At least one year's experience in a Marketing role, with demonstrable knowledge of digital, social media, Photoshop, email communications and other traditional marketing methods.

Have an enthusiastic approach, innovative ideas, good copy writing skills and the ability to communicate professionally. Ability to tailor key messages to a wide range of audiences and across formats, attention to detail and an eye for design.