



JOB DESCRIPTION

Job Title:	Marketing Assistant
Reports to:	Marketing Manager/Gallery Manager
Key Relationships:	Corn Exchange Marketing team, The Base team
Salary:	£9,913.80 per annum (£24,454.04 full time equivalent)
Hours	Part time (15 hours per week). Fixed term contract for 1 year.
Location:	Office based in Newbury town centre with some time spent at The Base on Greenham Business Park
Holiday entitlement:	20 days per annum (pro rata for part time employees)

Job purpose:

The Base is a purpose-built visual arts and craft venue comprising of a 110sqm gallery, artists' studios and a workshop space for participatory classes. We present a varied programme of high-quality touring exhibitions alongside work by local artists. Our 8 resident visual artists and crafts makers work across a variety of mediums and their studios are available for visitors to see the creative process. The Marketing Assistant will help spread the word about all activity that happens at The Base, encouraging visitors and participants to attend exhibitions, events and workshops, and communicating our organisation's charitable work and fundraising campaigns.

Key areas of work:

Digital/Print Marketing

- Upload content to the website and regularly monitor and update information
- Generate ideas and create content for The Base's marketing and fundraising emails and campaigns

- Update external listings sites
- Prepare and upload social media content
- Assist with individual media campaigns for our exhibitions, events, workshops and courses programme and fundraising activities
- Resize images, adverts and other items as required
- Assist with the production of print, proof reading, sourcing images and copy
- Distribute marketing materials locally as required
- Manage stock of marketing materials
- Ensure all print displays are up to date
- Attend events and assist with collating content
- Support with any printed materials required as part of exhibition and event set up
- Create print and digital marketing and fundraising materials, or liaise with external designers

Press, PR & Radio

- Assist with organising photo calls and other press opportunities
- Assist with organising and attend private views and events
- Support with creating press releases

Sales Development

- Monitor sales for upcoming events and work with the marketing team to maximise attendance, ticket income and donations for individual events
- Work proactively and creatively with the marketing team and all other staff, generating ideas and strategy for building new audiences and donors

General

- Act as a friendly and welcoming first point of contact on the telephone, answering calls, and e-mails
- Take minutes when required in marketing meetings

Other

- Demonstrate a commitment to The Base's core values

- Represent The Base publicly in a prepared and professional manner, maintaining confidentiality at all times
- Create a friendly and welcoming atmosphere for users of The Base and its associated venues
- Be available to work occasional evenings and weekends as necessary
- Carry out any other duties that may reasonably be requested.

Please note that this is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.

PERSON SPECIFICATION

We are seeking a self-starter with great motivation and energy. Key to this role is excellent organisation and great written and verbal communication skills. You will be good at managing your time and have an open and constructive attitude to all areas of arts and crafts. This position is ideal for someone who is looking to start their career in an arts marketing environment.

Essential Skills

- Keen interest in creative arts
- Excellent interpersonal skills
- Good time management and organisational skills
- An eye for good design
- Ability to write creatively with excellent grammar and syntax
- Confident using computers – we mostly use Microsoft Office package: Word, Excel, Outlook and design software such as Canva. Training will be provided.

Additional Benefits

- 10% discount in Honesty Cafe at The Base
- 20% discount in Corn Exchange and Old Library Cafe Bars
- Free theatre, film and exhibition tickets for the Corn Exchange & The Base
- A day off for your birthday
- A day off for Wellbeing activity

AI in Applications

We recognise that candidates may choose to use artificial intelligence (AI) tools to support the preparation of their job applications. When used appropriately, AI can be a helpful aid in structuring responses, checking clarity, and improving presentation.

However, applications must reflect your own skills, experience and understanding. If an application appears to rely excessively on AI-generated content, it may not meet the required standard and could be rejected.

We encourage all applicants to ensure their submissions are authentic, tailored to the role, and clearly demonstrate their own knowledge, experience and suitability.