

Digital and Marketing Assistant (Graduate Trainee)

Job Description

Job Title:	Digital and Marketing Assistant (Graduate Trainee)
Location:	16 Bedford Square, London, WC1B 3JA
Role Type:	Full time
Duration:	Fixed-term, 18 months
Pay:	£25,000 per annum
Reporting to:	Digital Marketing Manager
Responsible for:	Not applicable

Who Are You?

You are someone who can communicate effectively visually and in writing about your passion for British art, architecture and culture. You will support digital, marketing and communications across the Paul Mellon Centre's activities and learn how to work within a small team on ambitious initiatives.

You will be a recent graduate looking to begin a career in the arts sector and who thrives on engaging with audiences and learning about digital marketing techniques. You will be someone with attention to detail, enthusiasm and excellent communication skills.

Who Are We?

The Paul Mellon Centre (PMC) is an educational charity and research centre that champions new ways of understanding British art history and culture. We publish, teach and carry out research, both in London at the Centre and through our online platforms. Our archives, library and lively events programme are open to researchers, students and the public. The Centre's grants and fellowships enable institutions and individuals to pursue exhibitions, publications, events and scholarly projects. Through all areas of our work, we promote activities that enhance and expand knowledge about British art. The Centre was founded in 1970 by art collector and philanthropist Paul Mellon, and is part of Yale University and partner to the Yale Center for British Art.

Purpose of the Job

This is an entry-level role designed to support the Digital and Marketing team. You will be trained in how to use web content systems (CMS) and the house styles that go alongside them. You will also be taught how to communicate with software suppliers and to oversee the maintenance of the PMC's core website. This will include technical maintenance but also working with different departments to

upload new content and train members of staff in how to use the CMS. Web accessibility will also be explained and explored and will be an integral part of the role.

Communications will also be a part of your role and you will be trained in how to use Google AdWords and Google Analytics and to think about the role social media has to play in marketing digital content.

After an initial training period you will be expected to monitor the social media accounts which are managed by the Digital Marketing Manager and to liaise with the Digital Lead in specifying any new website features. You will be responsible for uploading and captioning the PMC's recorded events to YouTube.

Over the course of the traineeship you will also be required to put together one marketing campaign (with guidance from the Digital Marketing Manager) which you will review and present to internal staff.

You will also benefit from external training programmes and paid-for places at industry conferences and networking events.

Six months prior to the end of the traineeship you will be encouraged to apply for external vacancies and be given professional guidance in how to craft the experience you have gained through your traineeship, into a compelling CV and covering letter.

The Paul Mellon Centre is a leader in the digital space in the arts and heritage industry and you will be expected to keep up to date with new digital projects and content in the arts and heritage sector and to suggest improvements to the digital team when you see fit.

Other than digital, the departments you will most closely work with are: events, publications and learning.

Key Assistant Responsibilities

- Maintain and update the digital marketing editorial calendar
- Upload and manage captioning of recordings of PMC events to YouTube
- Monitor social media daily
- Work with our software supplier to ensure digital tickets are suggested and completed during our monthly maintenance period
- Work with our freelance proofreader to send on documents from PMC colleagues for proofing and return to colleagues once proofed

Person Specification

Eligibility to Apply

If you can answer 'Yes' to these two statements you are eligible to apply:

- I have an undergraduate degree.
- I have an interest in pursuing a career in a not-for-profit arts organisation.

Essential Skills

- excellent organisational skills
- keen eye for detail
- excellent written and verbal English
- experience of working in a team
- enthusiasm to learn about digital marketing and communications

Desirable Skills

- a keen interest in the gallery, library, archive and museum sector
- experience of creating content for social media
- an interest in understanding people, behaviour and actions
- experience of working with data or a database is desirable but not essential

Conditions of Work

You will be assigned an experienced mentor and will shadow colleagues across the organisation in order to become familiar with the work of a small arts organisation. Training will be provided on the job, with additional development needs met where appropriate.

This post has a fixed term of 18 months and the hours of work are 35 per week. You will be expected to work on-site at the Paul Mellon Centre, Bedford Square, London WC1 (or remotely as circumstances demand). We are happy to talk about flexible working arrangements offered by the Centre. Note: It will require five days a week in the office for the first three months then three days a week minimum in the office.

Training

Across the duration of your placement you will be trained to become confident in:

Communications

- increasing brand awareness
- managing comments with the brand's community and attending to user queries

Social Media

- scheduling and producing content for social media platforms

- finding and engaging with users and other organisations to foster a community around the brand

Website Management

- using a web content management system to publish content online
- monitoring user experience and working towards improving this by reporting bugs or thinking of improvements
- working with external software suppliers
- troubleshooting and training of staff in the use of information management systems operated by the PMC

Analytics

- understanding user personas and using that knowledge to improve user experience
- creating and interpreting reports and dashboards using Google Analytics, Data Studio and AdWords
- understanding and planning end-to-end user journeys
- analysing and regularly reporting on social media growth and engagement

Content Production

- writing effectively for the web
- working collaboratively within a team to produce innovative and appealing content for all social channels, email and web
- copywriting for social channels, ads and email newsletters
- producing content that is accessible to a wider range of people with disabilities
- creating engaging digital assets including stills, moving images, stories, GIFs and animations