

# XTRAX

## Marketing and Administrative Assistant Recruitment Pack December 2021

Image: *Black Victorians* by Jeanefer Jean-Charles © Ash Mills; a Without Walls Commission





## Marketing and Administrative Assistant

December 2021

*This post could suit a range of candidates including a Marketing or Events Management graduate looking to gain experience of event/festival organisation and delivery – or a well organised arts or events/humanities graduate looking to gain experience in the management of a dynamic arts organisation.*

*We welcome applications from candidates with an interest in Marketing and Event Management, whether or not they have completed formal training, and recognise that experience gained from other areas of work, including voluntary work, is transferrable.*

### 1: ROLE SUMMARY

- Job Title:** Marketing and Administrative Assistant
- Salary:** £18,000 – 22,000 p/a pro rata (dependent on experience)
- Hours of work:** Full time (40 hours per week). We will consider proposals from exceptional candidates who would like to propose an alternative model of working, including part time or freelance work.
- Responsible to:** Associate Director
- Duration:** Fixed term contract to 31 March 2023 with the possibility of extension, subject to funding.
- Location:** Manchester, UK (role is office based).
- Start date:** ASAP
- Visa Requirements:** If you are a non-British citizen, you will need to have the right to live and work in the UK. We will request proof of your right to work before an offer of employment is made.



## 2: WHO WE ARE

XTRAX is an outdoor arts organisation based in Manchester, UK, see the [XTRAX website here](#). Formed in 2001, we are one of the UK's leading development agencies for the outdoor arts sector, supporting artists and festivals to develop, programme and advocate for high-quality, UK-made, outdoor performance. We run self-initiated projects, events and showcases; as well as providing strategic management and producer services.

Explore Without Walls' achievements in 2021, with our [latest Without Walls film here](#), and get to know our work in 2020/21 in our [latest Annual Report here](#).

Our main projects in 2022 are:

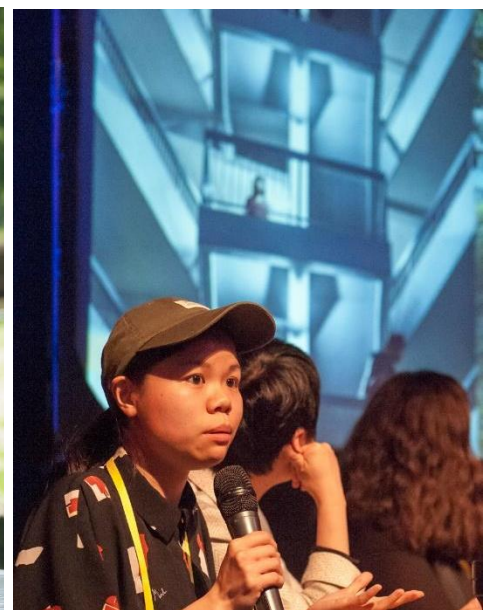
- Strategic management of Without Walls, a consortium of festivals and organisations dedicated to leading excellence in UK outdoor arts through the creation and touring of inspirational new work, see the [Without Walls website here](#).
- Delivery of industry showcase events in partnership with UK and International festivals, as part of our Platform4:UK project. This programme includes training opportunities, seminars, talks and networking opportunities designed to support outdoor artists and sector professionals. This had been planned as a live programme but has been redesigned because of COVID-19 restrictions and will include some live events (subject to Covid) as well as online activity using a specialist digital event platform.
- Tour management of Wired Aerial Theatre's internationally acclaimed large-scale show [As the World Tipped](#) which has toured to Europe, Australia, South Korea and South America, though this has been affected by COVID-19.



Audiences at City Encounters 2021 © Ash Mills; Without Walls Network Partner Festival



Black Victorians by Jeanefer Jean-Charles © Ash Mills; Without Walls 2021 commission



XTRAX Showcase Event at Stockton International Riverside Festival, 2019 © Gilbert Johnson



### **3: WORKING AT XTRAX**

The XTRAX staff team is made up of 11 people. Over the past 20 months we have had to adapt to working from home due to the Covid-19 pandemic and are hoping to return to working in our office in Hulme in South Manchester after Christmas. The collaborative nature of our work means we want to work together in the office as much as possible. As such, applicants for the Marketing and Administrative Assistant role will need to be based in or close to Manchester.

### **4: WHAT WE ARE LOOKING FOR**

This role is a great opportunity for someone with excellent administration skills wanting to build experience in the field of festivals and events. Our day to day activity involves liaison with festival directors and artists across the UK and internationally, and so this post offers an insight into the exciting world of outdoor festivals. The post is based at our office in Manchester. We are ideally looking for a full-time post but will consider applications from strong candidates wishing to work a minimum of 3 days a week.

We are looking for a reliable and forward-thinking marketing and administrative professional to join the XTRAX team. You should have the skills and motivation to support XTRAX and Without Walls with promoting and delivering our activities.

XTRAX and Without Walls work across a large number of partners and deliver a large programme of events each year, both in the UK and internationally (COVID-19 dependent). You should be a hands-on person with great attention to detail who is comfortable working at a fast pace.

While experience of marketing or event management would be welcome, we would also consider training someone who is motivated to learn to deliver this role. Please don't be put off if you think you match some of the person specification but not all of it - we would like to hear from you if you think you can do the job.

### **5: DIVERSITY, EQUITY, AND INCLUSION**

XTRAX is committed to diversity, equity and inclusion and aims to reflect and celebrate diversity in all aspects of our work. However, we recognise we should be doing much better than we currently are, particularly in relation to the diversity of our staff team.

We would be particularly interested in receiving applications from Black, Asian and ethnically diverse people, and Deaf, disabled and neurodivergent people. If you identify as being from one of these groups and there is access support that will help your application, please let us know. We will do what we can to help.



## 6: HOW TO APPLY

If you would like to apply, please send us:

- Your **CV**. This should detail your key skills, employment or voluntary experience relevant to the role, and relevant education or vocational training. Please include two referees, one of which should be your current or most recent employer or someone else who has worked with you in a capacity relevant to this role. They will not be approached until after the interviews and with permission from you.
- A **cover letter** telling us why you are interested in this position, how your skills and experience meet the needs of the role. This should be no longer than 2-pages of A4.
- We will accept a variety of formats for applications, such as audio or video files, that contain the information described above. Audio or video files should not be more than 10 minutes in length.
- A completed **Equal Opportunities Monitoring Form**. This will be separated from your application at the shortlisting stage, but it helps us to understand and improve who our advertisements are reaching. [You can download the form here](#). Completion of the form is voluntary.

Please send your application to Rebecca McGreevy at [rebecca@xtrax.org.uk](mailto:rebecca@xtrax.org.uk) with the subject header 'Marketing and Administrative Assistant'.

If you wish to have an informal conversation about this role then contact our Associate Director, Ralph Kennedy [ralph@xtrax.org.uk](mailto:ralph@xtrax.org.uk).

The deadline for completed applications is 10am on **Thursday, 20 January 2022**. Interviews will take place on **Thursday 27th or Friday 28th January 2022**, either online or in-person in Manchester.

We will reimburse reasonable travel expenses for in-person interviews.



## **7: JOB DESCRIPTION**

The main purpose of the role is to support the marketing and project teams with delivering marketing and administrative support for our events and strategic activity programme across XTRAX and Without Walls. The role requires a high level of organisation and attention to detail and sits across the Marketing Team and Project Team of XTRAX.

The postholder will market and publicise the programme of events and activities delivered by XTRAX and Without Walls in the UK and internationally. This includes showcases, artist opportunities, performances, artists, festivals and associated activities across all XTRAX projects, including the strategic management of Without Walls. The post holder will report to the Associate Director and liaise with others in the team particularly the XTRAX Project Managers. The post holder will support the Marketing Manager with the day-to-day implementation of our social media channels, our E-newsletters, and our websites.

Further, the postholder will support the Project Management team with administration of showcase events, meetings and trainings, as well as collating information from artists and supporting the open call and evaluation processes in collaboration with the Finance and Operations Assistant.

The postholder will benefit from a range of professional development opportunities and gain insights to the operations of a funded arts organisation working on a range of national and international projects. Further, all staff have opportunities to learn on the job, for example by attending a range of outdoor festivals and events in the UK and working with some of the UKs leading festivals and arts organisations.

The post holder will undertake the following:

### **Marketing Support**

- Support the promotion of XTRAX and Without Walls activities online, in print and through Social Media
- Support the creation of exciting new creative content, both in house, with others in the team, and with external providers
- Use design tools to create branded promotional materials including leaflets, booklets, business cards, posters and more
- Contribute to the continued improvement and upkeep of the websites, including uploading copy and data, and liaising with users of our online directories
- Communicate with our partner festivals and artists to ensure clear and consistent messages, branding and accreditation

### **Administration Support**

# XTRAX

- Assist in the preparation and delivery of all XTRAX events including meetings, webinars and training events
- Support the delegate registration process for XTRAX showcase events, liaising with artists and promoters as required
- Provide technical support to live streaming and broadcasting events in collaboration with the project management team
- Provide administrative support for open calls to artists for Without Walls
- Assist in the annual Without Walls evaluation process, circulating and collecting evaluation forms and producing creative content for advocacy
- Undertake general administrative duties including answering the telephone, taking minutes of meetings, arranging meetings (online and in person), communicating with artists, arranging travel and hotels as needed
- Liaise with translators to ensure the preparation of suitable material in different languages, including BSL

**Any other duties as may reasonably be required**



## 8: PERSON SPECIFICATION

*(E = Essential, D = Desirable)*

The ideal candidate will have been working in a comparable role for a minimum of one year and/or will have an aptitude for marketing and communications with demonstrable experience of:

- Strong eye for design and ability to create document designs within existing templates (E)
- Excellent administrative and project management skills (E)
- Understanding of social media as a communications tool (E)
- Confidence as an administrator (E)

The ideal candidate will have strong knowledge of:

- Office applications including MS Word and Excel (E)
- Confidence in handling content management systems for websites, experience of working with WordPress or similar (E)
- Experience of using desktop publishing software such as InDesign, Publisher or equivalent to create marketing collateral (E)
- A marketing or events management qualification (D)
- Experience of managing a CRM or database system (D)
- An understanding of marketing analytics and matrixes such as Google analytics and how these can show success and impact (D)
- Experience of using email marketing services such as Mailerlite, Madmimi, Mailchimp or comparable (D)
- Hands-on experience of content production such as filmmaking or audio production, creating motion graphics and animation (D)
- GDPR and data privacy (D)
- Current practice in the performing arts (D)
- Issues of equality and diversity (D)

The ideal candidate is likely to have the following personal qualities:

- Excellent organisation skills and attention to detail (E)
- Interest in Festivals and the arts (E)
- Excellent presentation skills and a polite and friendly manner (E)
- Excellent communication skills, both verbal and in writing (E)
- Ability to multitask, work at speed and be flexible while driving results (E)
- Ability to work with a range of external partners including festivals organisers, artists, funders and board members (E)
- Self-sufficient, well-organised, with a focus on completion and delivery (E)
- Good team player working well under pressure and to deadlines (E)
- High levels of initiative and ability to take responsibility (E)