

October 2019

Dear Applicant,

Thank you for your interest in the position of **Marketing and Communications Assistant** at Band on the Wall.

This application pack includes:

* Job Description
* Person Specification
* Application Form
* Equal Opportunities Monitoring Form
* Guidance for applicants

The closing date for receipt of completed applications is **9:00am on Friday 8th November 2019**. We regret that applications received after that time cannot be considered.

Please submit your application as a single attachment by emailto: **hr@bandonthewall.org**

Please note that we cannot accept CVs for this post.

Shortlisted candidates will be contacted by phone or email by **Wednesday 13th November 2019**. Interviews will be on **Monday 18th November** at Band on the Wall. Please ensure you are free to attend interview date.

We hope that this pack will help with any questions you might have about the application process. However, if you have any further queries, please email me: simon.webbon@bandonthewall.org

We look forward to receiving your application and thank you for your interest in Band on the Wall.

Best wishes,

Simon Webbon

**Head of Marketing and Communications**

Band on the Wall

**Marketing and Communications Assistant**

|  |  |
| --- | --- |
| **Job Title**   | Marketing and Communications Assistant  |
| **Responsible To**   | Head of Marketing and Communications  |
| **Key Relationships (Internal)**   | Head of Marketing and Communications Head of Programming Programmer Box Office and Ticketing Manager   |
| **Key Relationships (External)**  | Artist Management and Agents  Designers  Distribution Companies External Promoters Press  |
| **Salary**   | £17,000 - £20,000 p/a dependent on experience   |
| **Hours**  | 37.5 hours per week   |
| **Holiday Entitlement**  | 22 days p/a (2 to be taken during Christmas/new year period) plus public holidays   |
| **Period Of Contract**   | Permanent  |
| **Probationary Period**   | Three months  |
| **Notice Period**  | One month during probationary period, two months after for both employee and employer   |

**Job Requirements and Responsibilities**

**Summary and Scope**

A key role at a busy music venue and concert promoter, the Marketing and Communications Assistant will support the Head of Marketing and Communications in the promotion of events – both at the Band on the Wall venue and at external venues – implementing the organisation’s marketing and communications plans and helping reach sales targets for the live music programme.

The successful candidate will:

* Have experience using Facebook Ads Manager, WordPress, Mailchimp, Instagram and Twitter
* Have an active interest in live music and culture and be enthusiastic about audience development
* Have a working knowledge of the industry with specific reference to marketing activities in live music
* Have excellent written and verbal communication skills
* Have a keen eye for design and a working knowledge of Adobe Illustrator and Photoshop.

**Person Specification**

|  |  |  |
| --- | --- | --- |
|   | **ESSENTIAL**   | **DESIRABLE**  |
| **Skills and Abilities**  | * Knowledge of social media and its use for live music marketing, specifically experience using Facebook Ads Manager and Google AdWords
* Excellent communication skills both verbal and written with a strong instinct for teamwork
* Excellent organisational skills
* Ability to work to deadlines
* Ability to report on and help analyse performance
 | * Design and publishing skills (Adobe CS)

  |
| **Experience**  | * Experience in a similar marketing role in a live music environment
 | * Contacts with the current music and arts media
* Experience in print production and media buying
* Knowledge of the Manchester cultural scene and in particular its live music scene
* Experience using Wordpress or similar CMS

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| **Qualifications, Education and Training**  | * A degree-level English, marketing, humanities, or PR qualification and/or relevant professional experience
 |   |

**Health and Safety**
To operate safely within the workplace with regard to the health and safety policies, procedures and safe working practices of Inner City Music.

**Confidentiality**
To adhere to Policies and Procedures on confidentiality and the management and sharing of information.

**Equal Opportunities**
To actively promote an Equal Opportunity Policy. To help promote a working environment where all employees are valued as individuals and are encouraged to fulfil their potential.

**Training and Development**
To actively encourage a learning environment and development within others. To be proactive about own continuous professional development.

**Review Arrangements**
This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

The post will be reviewed at three months, a further probation period may be required, if this is the case the post holder will be informed in writing after the review.

**Band on the Wall is a Disability Confident Committed Employer.**

If you are disabled and your application meets the minimum criteria for the post, we will offer you a guaranteed interview.

**APPLICATION FOR EMPLOYMENT**

**Before completing this form, please read the accompanying Guidance Notes.**

Post applied for:

**PERSONAL DETAILS**

|  |
| --- |
| Title:  |
| Surname:  | Other names:  |
| Address: Postcode: |
| Home telephone number: | Work telephone number: |
| Mobile telephone number: | E-mail address: |

**CURRENT OR MOST RECENT EMPLOYMENT (PAID OR UNPAID)**

|  |
| --- |
| Name and address of Employer: |
| Job title:  | Date of appointment:  |
| Period of notice required/Leaving date if not now working: |
| Reason for leaving: |
| Please provide a brief outline of your main responsibilities: |

**PREVIOUS EMPLOYMENT (PAID AND/OR UNPAID)**

Please start with your most recent position. Continue on a separate page if necessary.

|  |  |  |  |
| --- | --- | --- | --- |
| Date of EmploymentFrom: To: | Name and Address of Employer: | Job title and brief details of main responsibilities: | Reason for leaving: |
|  |  |  |  |

**EDUCATION, TRAINING AND PROFESSIONAL QUALIFICATIONS**

Please start with the most recent qualification and include any currently being pursued.

|  |  |  |
| --- | --- | --- |
| Date obtained: | Name of school, university, college etc: | Qualifications obtained: |
|  |  |   |

**SUPPORTING STATEMENT**

Please write a statement explaining:

* Why are you applying for this position, and;
* drawing on your personal and work experience, education and training, how you meet the requirements set out in the person specification and job description.

Please continue on a separate page if necessary.

**REFEREES**

Please provide details of two people, not related to you, who will provide an employment reference for you. One of these must be your current or most recent employer if you are not currently employed. The other should be a referee who can express a professional opinion on your work and your ability to perform the job for which you are applying.

|  |  |
| --- | --- |
| Name of referee:  | Name of referee:  |
| Name of organisation: | Name of organisation: |
| Occupation: | Occupation:  |
| Address:Postcode: | Address: Postcode: |
| Email: | Email: |
| Contact number:  | Contact number: |
| Relationship to you: | Relationship to you: |

May we request a reference May we request a reference

|  |  |  |  |
| --- | --- | --- | --- |
|  | at any time |  | at any time |

|  |  |  |  |
| --- | --- | --- | --- |
|  | only after an offer of employment |  | only after an offer of employment |

Please provide details of any special arrangements or adjustments you would require to enable you to participate in our selection process effectively.

In order to comply with the Immigration Act 1996 we are required to see proof of your right to work in the UK. This will be requested once an offer of employment has been made. However, if you require a work permit in order to work in the UK please indicate by ticking this box:

Please provide details of any unspent convictions or cautions you have under the terms of the Rehabilitation of Offender Act, 1974. Offences resulting in licence endorsements should be disregarded. Failure to disclose such information may result in dismissal or disciplinary action. This information will be treated as confidential and will not necessarily preclude you from employment.

**DECLARATION**

To the best of my knowledge the information on the application form and equal opportunities monitoring form is correct.

Signed: Date:

**EQUAL OPPORTUNITIES MONITORING FORM**

In order to monitor the effectiveness of our equal opportunities practices we need to collect information which might identify possible direct and indirect barriers to employment. The information provided here is entirely confidential.

Post applied for:

Please state how you found out about the job:

**PERSONAL DETAILS**

Name:

Date of Birth:

Gender

Female: Male:

Non-Binary/third gender: Prefer to self-describe: Prefer not to say:

**ETHNIC DIVERSITY**

Please tick the category that best represents you.

Do you consider yourself to be:

|  |  |  |  |
| --- | --- | --- | --- |
| Black British |  | Asian British |  |
| Black African |  | Pakistani |  |
| Black Caribbean  |  | Indian |  |
| Any other Black background  |  | Bangladeshi |  |
| White British |  | Any other Asian background |  |
| White European (non British) |  | Chinese |  |
| Any other White Background |  | Any other Chinese Background |  |
| Any other or mixed background (please specify) |  | Prefer not to say |  |

Do you consider yourself to be disabled?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes |  | No |  | Prefer not to say |

If yes, please state the nature of your disability:

**GUIDANCE NOTES FOR APPLICANTS**

These notes are intended to help you to participate in the selection process as effectively as possible by providing us with all the information needed to demonstrate how you meet the requirements of the job. Please read these notes carefully before completing your application form. If you have any difficulty in completing the form please contact Laura Burgess on laura.burgess@bandonthewall.org / 0161 830 3888

**REVIEW THE CONTENTS OF THE APPLICATION PACK**

The application pack includes a full job description and person specification. If these documents have been omitted from your pack, please call us to obtain copies. The purpose and key tasks and responsibilities of the position are set out in the job description. The knowledge and experience and skills and attributes we are looking for in the successful candidate are listed in the person specification. It is important to read carefully all the information in the application pack before completing the form.

**COMPLETING THE APPLICATION FORM**

**General Points**

* Please do not attach your CV or copies of education certificates to your application form. Applications in the form of CVs will not be considered.

**Working through the form**

* Ensure that you clearly state the full job title on your application form.
* Think about what evidence you can provide to demonstrate you have the necessary knowledge, experience, skills and attributes to do the job. You may also want to include voluntary/unpaid work experience, or experience gained in a role of responsibility in one of your leisure pursuits if this is relevant to the requirements of the job.
* The section marked 'Supporting Statement' is particularly important. This is where you make your case for why you wish to apply for the job and what makes you a suitable applicant. In this section it is important that you provide us with evidence to demonstrate that you possess the knowledge, experience, skills and attributes required as set out in the person specification for the job. It is not sufficient to merely state that you have the knowledge, experience, skills or attributes required, you will need to provide specific examples of what you have done and how you believe this demonstrates you meet each requirement. You might find it helpful to address each of the items in the person specification separately in the order they have been listed to ensure you address them all.
* It is important to remember that those involved in the selection process cannot guess or make assumptions about you. Make sure you tell us everything relevant to your application and that you complete all the sections on the form.
* Do not forget to proof-read your form and check for any errors before returning it to us.

Please return your form to Band on the Wall and ensure that it reaches us before 9am on the closing date. Applications received after the closing date cannot be considered.

**SHORTLISTING**

Shortlisting will take place as soon as possible after the closing date and is always carried out by at least two people.

Unfortunately, due to the high volume of applications expected we are unable to write back to all those who are unsuccessful at this stage or to give specific feedback on why you have not been shortlisted. If you have not heard from us within two weeks of the closing date, you should assume that your application has been unsuccessful on this occasion.

If you are shortlisted, we will normally contact you by telephone or email to invite you to interview. This will be confirmed by an email which will outline full details of the selection process. This may include carrying out a selection exercise to test your ability to carry out specific requirements of the job.

In some instances it may be necessary to hold the selection process in two stages and applicants may be called back for a second interview. You will be given full details about the arrangements if it is decided that a second round of interviews is necessary.

All offers of employment at Band on the Wall are made subject to receipt of satisfactory references. Additionally under the Asylum and Immigration Act, we are required to check that anyone taking up employment with us has the legal right to work in the UK. All successful applicants will, therefore, be asked to provide us with documentary evidence to support their entitlement to work in the UK prior to taking up employment.

**DATA PROTECTION ACT 1998**

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application and in the recruitment process. We are the data controller for your personal data and will ensure it is used and stored in accordance with the Data Protection Act (1998), the Privacy and Electronic Communication Regulations (2003) and the EU General Data Protection Regulation (EU 2016/679). If you are the successful candidate, your application form will be retained and form the basis of your personnel record. sInformation provided by you on the equal opportunities monitoring form will be used to monitor Band on the Wall’s equal opportunities practices. By submitting your completed application form you are giving your consent to your data being stored and processed for the purposes of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate.

Good luck with your application.