

Margate Pride & Margate Pride Festival Communications & Marketing Assistant 2024

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| Location: | Margate |
| Reporting Relationships: | Director: Arts & Development & Marketing Consultant |
| Salary: | £25,000 pro rata |
| Hours & Contract terms: | Part-time, 1 day per week / 8 hours (flexible hours, details to be specified by the employer) |

Margate Pride is an arts-and-culture-led Pride that harnesses its creative skills to address root causes of discrimination towards the LGBTQIA+ community as stated in its [mission](#).

Margate Pride envisions a world where all LGBTQIA+ people live safely, joyfully and openly as their whole selves in the communities we call home.

To help us achieve our [vision](#), Margate Pride holds an annual Festival that includes a rally, parade and events. Pride Day is always the second Saturday of August. Year-round activity is also programmed to deliver on its mission.

Margate Pride is looking for a creative individual able to work independently on tasks, guided by the Director.

Job Purpose:

The Marketing Assistant at Margate Pride plays a critical role in supporting the marketing and communication efforts of the organisation. This role involves executing marketing strategies, managing social media, and helping to promote the Margate Pride events and initiatives and the queer listings platform.

Key Responsibilities and Duties

Social Media and Digital Marketing:

Assist in managing and updating Margate Pride's social media accounts.

Create engaging and relevant content, including posts, graphics, and videos.

Monitor social media channels for audience engagement and respond to queries and comments.

Marketing Strategy Implementation:

Support the execution of the marketing strategy developed by the Marketing Consultant.

Assist in planning and implementing marketing campaigns and promotions.

Content Creation and Management: Develop content for various platforms, including the website, social media, and email newsletters.

Ensure content aligns with Margate Pride's brand voice and mission.

Event Promotion: Assist in promoting Margate Pride events, including digital advertising, community outreach, and distribution of promotional materials.

Coordinate with the events team to ensure accurate and timely promotion of all activities.

Analytics and Reporting: Track the performance of marketing campaigns and social media activity. Provide reports and insights to the marketing team and directors.

Collaboration and Coordination: Work closely with other team members and volunteers to ensure a cohesive approach to marketing and communications.

Participate in team meetings and contribute to marketing discussions and planning.

Essential Skills and Qualifications:

- Experience or strong interest in marketing, communications, or a related field.
- Good understanding and proficiency in social media platforms and digital marketing tools.
- Excellent written and verbal communication skills.
- Ability to create visually appealing content.
- Organised and able to manage multiple tasks effectively.
- Experience in email marketing (e.g. MailChimp), writing content and building emails.
- Experience with graphic design tools such as Canva or Adobe Creative Suite.
- Knowledge of the LGBTQIA+ community and sensitivity to its intersections.

Desirable Skills:

- Creativity and ability to generate innovative ideas.

Margate Pride is an equal opportunities employer. We actively encourage applications from all genders, POC, LGBTQIA+ people, long-term Thanet residents, Neurodivergent and disabled people.

We are committed to providing an inclusive and accessible recruitment process. If you require accommodations at any stage of the application process due to a disability or any other accessibility needs, please let us know. We will work with you to ensure that your needs are met and provide reasonable accommodations to support your participation in the recruitment process.

Timetable for application:

Deadline **15th January 2024**
Interviews **29th January 2024 in Margate, or online**

To apply, please submit your CV and a cover letter to **info@margatepride.org.uk**