



Marketing and Operations Coordinator

Fee: £120 per day

Hours: Flexible, able to work alongside other commitments.
We expect the ideal candidate to be able to commit to the equivalent of a day a week until 18th December 2020, with a view to extending the role into 2021.

Contract type: Freelance

Location: Working from own base

Reporting to: Regional Director

Start Date: Monday 19th October 2020.

Summary of role

- Responsibility for data checking and gathering on schools in Sussex, Brighton and Hampshire
- Co-creating and delivering a marketing strategy to reach more children with our creative education workshops.

Role Overview

We are seeking a motivated and connected individual to coordinate our approach to contacting clients, generating enquiries and warm leads, promoting the company's work and telling a clear story about the impact of creative education workshops.

The role requires independent time management, creative thinking, collaboration, confidence and a sharp eye for detail.

About Bigfoot Arts Education

Established in January 2000 Bigfoot has become a leading light in the field of arts education across the UK.

Every child must have access to an all-rounded education to prepare them for life, and Bigfoot provides that much needed creative entitlement where children perform the curriculum and discover new and exciting ways to learn, achieve, develop and grow.

Schools book us to come into their school because we always deliver on our **promise** of excellent quality, great value and total professionalism. And as an Artsmark Partner, we are part of Arts Council England's endorsed network of arts and cultural organisations committed to supporting Artsmark schools develop and embed their arts and cultural provision within their setting.

Our specially trained performing arts experts, called **Bigfooters**, visit schools to make learning irresistible! They can work in any educational setting and bring with them a wealth of skills and techniques to help children realise their unique gifts and talents whilst encouraging them to explore ways to use positive behaviours and interactions with each other.

Marketing and Operations Coordinator

Key Areas of Responsibility

- Reviewing current data held on Highrise CRM
- Researching data for schools within the region
- Contributing to developing partnerships with schools for new workshop programmes
- Exploring new ways of generating enquiries for specialist workshop programmes
- Meeting with the Company Director to discuss strategy and ways forward
- Creating campaigns to promote the work of Bigfoot Arts Education South and tell the story of the benefit of arts education.

Person Specification

The Candidate will be an experienced marketing professional, ideally with experience in the education sector. We are particularly interested in candidates based in Sussex, Brighton or Hampshire, but as the role will be remote we are open to candidates based outside of these areas.

Skills, Knowledge and Experience

Essential:

- At least 3 years experience working in the education sector
- Track record of leading successful projects
- Strong track record of social media campaigns
- Understanding of the education sector and the current challenges it faces
- Track record of building partnerships
- Ability to collaborate with a team and confidently lead on responsibilities
- Ability to manage workload independently and share findings using remote technology
- High level of enthusiasm for creative education

Desirable:

- Interest in the arts

Personal Attributes

- Ability to balance multiple priorities
- Clear communicator
- Excellent command of written and spoken language
- Team player and good at working with a small, enthusiastic team
- Excellent organisational skills and a problem-solver

We are fully committed to diversity and inclusion and want to practice what we preach. If there are some boxes you don't quite tick, please apply anyway. We're interested in the whole person and know that we develop skills both in and outside of work, so we'd love to hear from you if that's the case.

How to Apply

The following must be sent by **5pm on Monday 12th October 2020** all via the Google form link below.

1. Completed application
2. Your CV
3. Equal Opportunities form

Application form link: <https://forms.gle/5ipsddNsdNpK1oXy6>

If you would like to send links to work you are particularly proud of you can contact our Company Director Jessica Cheetham on jessica@bigfootartseducation.co.uk. If you have specific questions about the role, access needs or if you would like to talk before you apply, please get in touch with Jessica.

Interview Date:

Monday 12th October 2020

Start Date:

The ideal candidate will have the capacity to start work on Monday 19th October 2020.