

## Marketing Internship

Oriel Davies is seeking a dynamic Marketing Intern. This is a fantastic opportunity for a highly organised self-starter looking to develop a career in arts marketing.

The Marketing Internship is a six month placement, offered on a part-time and flexible hours basis. We are looking for an excellent communicator and creative team player to support all aspects of Oriel Davies' marketing and PR activity. In particular, this role will play a key part in expanding our online presence and generating content for our social media channels.

## About Oriel Davies

Oriel Davies is a contemporary art gallery in the heart of Wales - the largest and most significant visual arts venue in the region. It is a member of Arts Council of Wales' Arts Portfolio and a key player in the Wales visual arts and gallery network. The organisation has a reputation for delivering excellence in artistic and engagement programmes that bring audiences and art together, throughout Wales, parts of the UK and a growing name internationally.

In 2015/16 the Gallery, Café and Shop welcomed over 73,000 visitors. The programme included 14 exhibitions, and 4 artist commissions and engaged 6238 participants in a range of workshops and activities and school visits. Oriel Davies Touring exhibitions and offsite projects attracted over 55,000 visitors.

The Gallery is based in Newtown, Montgomeryshire, Powys, in rural mid Wales. This is largest town in Powys. Located in the heart of town overlooking the park, Oriel Davies is well positioned next to the bus station, the town's main car park and just a 10-minute walk from the train station. Opening hours are Monday – Saturday, 10-5pm, including Bank Holidays, with free admission.

For further information go to [www.oriel Davies.org](http://www.oriel Davies.org).

## Job Description

The Marketing Intern will assist with all aspects of the organisations marketing and PR activity, which includes promoting the Gallery, it's exhibition, education and outreach programmes as well as raising the profile of the Café and Shop.

The key skills for this role would be impeccable writing and research skills, making independent choices in preparing content for website and social media channels. Knowledge and keen interest in contemporary art and crafts would be valuable.

This job description is only a guideline and by no means limits the post holder to the tasks listed.

Post Title:	Marketing Intern
Reports To:	Marketing Officer (freelance)
Salary:	£7.82 per hour
Hours:	10.5 hrs per week
Contract Dates:	w/c 03 April – September 2017. This is a maximum term contract of 6 months.
Location:	Oriel Davies, Newtown, Powys SY16 2NZ
Holidays:	4.2 days (28 days pro rata)
Purpose:	The Marketing Intern supports all aspects of Oriel Davies' marketing activity.

### **Person specification**

- Educated to degree level (or equivalent)
- An interest and enthusiasm for the arts is essential
- Experience of developing creative online content for a range of social media platforms
- Strong verbal and written communication skills
- Exceptional eye for detail and methodical approach to work
- A strong administrator with good IT and computer skills
- Works well under pressure and to tight deadlines
- Ability to work unsupervised and on your own initiative, with the ability to prioritise and manage own workload
- Excellent team working skills
- A skilled user of Quark and Photoshop will be most welcome

### **Main Duties**

- To update the organisation's website, ensuring that content is up to date and on message
- To develop creative online content and increase the organisation's profile via social media channels
- To assist with editing and publishing E-newsletters and E-invites
- To assist with distributing event listings, call outs and recruitment opportunities
- To research and develop relationships with local, regional, national groups and networks and create opportunities for promoting the organisation to a wider audience
- To maintain and develop the organisations databases
- To assist with print production and distribution
- To assist with documenting projects, using film, sound, photography
- To assist with researching and developing both existing and new audiences
- To assist with the collection and evaluation of audience data through questionnaires, research and other marketing techniques
- To be an advocate for the organisation and carry out any other duties consistent with the position as may be required

### **How to apply**

Please send a C.V. and supporting letter of application by email to [marketing@oriel Davies.org](mailto:marketing@oriel Davies.org). All applicants must also complete an Equal Opportunities monitoring form, which can be downloaded from <http://www.oriel Davies.org/en/news/articles/marketing-internship-opportunity-paid>.

**Application Deadline: Tuesday 28 February 2017**

**Interviews: w/c 06 March 2017**

**Start Date: w/c 03 April 2017**

### **Equal opportunities**

We actively encourage and will consider all qualified applicants regardless of marital status, gender, sexuality, disability, age, colour, race, religion, nationality, ethnic or national origins.

If you have any questions, please contact [marketing@oriel Davies.org](mailto:marketing@oriel Davies.org).

[www.oriel Davies.org](http://www.oriel Davies.org)