

Burnham-on-Sea & Highbridge Town Council

Person and Role Specification: Marketing & Programme Officer (Princess Theatre)

Competencies	Essential	Desirable
Qualifications GCSE Maths & English grade C or equivalent	✓	
Marketing qualification		✓
Degree in an arts based subject		✓
Customer services qualification		✓
Work Experience Proven ability to: <ul style="list-style-type: none"> • lead and develop staff • ensure excellent levels of customer service • organise and manage resources effectively and efficiently • create and maintain good morale, trust and confidence throughout the service area • work unsupervised 	✓	
Excellent administration and organisational skills	✓	
Experience of working in a customer facing environment	✓	
Ability to take and act upon instructions within a given time frame and in a busy working environment	✓	
Experience of managing or working with volunteers	✓	
An understanding of health & safety legislation and experience of carrying out risk assessments		✓
Practical experience of working as part of a team and reporting		✓
Experience of dealing with the press	✓	
Experience of seeking out and making successful grant funding applications		✓
Skills		
Proven high level of interpersonal skills with the ability to employ diplomacy, negotiating skills and exemplary customer service	✓	
Experience of programming both ticketed and participatory events in an Arts or entertainment setting	✓	

A willingness & ability to communicate with others in writing and orally, working as part of a team	✓	
Good presentation and report writing skills	✓	
Understanding of effective marketing	✓	
Understanding of theatre and the Arts	✓	
Strong ability to develop relationships with customer and partner organisations	✓	
An understanding of the functions of Local Government		✓
IT Skills Competent IT skills with working experience of Microsoft Office and an ability to learn new systems quickly	✓	
Experience of box office and booking systems	✓	
Experience of mailchimp and wordpress website editing	✓	
Experience of social media copywriting and scheduling	✓	
Financial Good understanding of and ability to monitor budgets and be able to contribute to financial discussions		✓
Proven experience of creating income through programmed events	✓	
Various Current full driving licence and access to an appropriately lawful vehicle		✓
Willing to work flexibly to cover evening and weekend meetings, attend call-outs and events as required	✓	
Willing to undertake training	✓	