



Swindon Open Studios Committee Job Description

Position Marketing Representative

Role Description Responsible for all marketing activities carried out for Swindon Open Studios by the Marketing Team. Represent the team at committee meetings.

The Marketing Team Representative attends all committee meetings. Working with the committee, make a marketing plan for the year and also present a review of the marketing activity at the end of the year at the AGM.

Depending on the agreed marketing plan; jobs carried out by this team could include the following:-

- Work with Events and Sponsorship team to ensure marketing messages are consistent across all communications issued by SOS, agree tone of voice and graphic identity.
- Printed and digital material; e.g. catalogue including info on each artist, posters, maps. Graphic design for social media posts
- Distribution of catalogues and displaying of banners
- Organising promotional leaflet drops
- Social media; Facebook and Instagram
- Public relations, press releases, press launch and liaising with local press / radio
- Email marketing, news letter, blogs and surveys

Person Spec

People person; good communicator

Experience in marketing desirable

Able to motivate and delegate

Passionate about the Swindon Open Studios event (:))

Expected time

Attend one committee meeting per month (2 hours per month)

Tasks as agreed with the team - see ***Very important jobs list***.

Remuneration

This is a voluntary position