

Digital Assistant Job Description

Background

Llantarnam Grange is Cwmbran's Centre for Contemporary Art and Craft, typically engaging with around 40,000 people each year through our exhibitions and extensive engagement programmes with the local community. Audiences engage with us at the centre, at venues across the country and connect digitally, reinforcing our position as a valued resource within our county, region and nationally. We completed a rebrand of the organisation and launched a new website in 2021, with the aim of creating a 'Digital Venue' which complements our physical building, supporting artists and our audiences and offering a unique sense of place.

Digital Assistant

This is an opportunity for a Digital Assistant to join our team on a temporary contract. The team comprises of our Director, Marketing & Development Officer, Senior Engagement Officer, Administrator, Exhibitions Officer, Café Manager and Assistant Café Manager. Beyond this core team, we work with artists and freelancers to support the organisation's work. Llantarnam Grange Arts Centre is a charity and a company limited by guarantee and is governed by a board of trustees who support the company in a voluntary capacity. We're looking for someone who will demonstrate genuine commitment to the work we do with our local community and with the arts sector. For details of our work please visit www.llantarnamgrange.com.

Purpose of the job

To support the Marketing & Development Officer in delivering the organisation's Digital Strategy, improving our digital offer to partners, audiences, participants, and stakeholders across all platforms.

Key Roles and responsibilities

- Assist in the implementation of Llantarnam Grange's Digital Strategy
- Support, and take some responsibility, in the day-to-day management and maintenance of our website and online platforms, including Facebook, Instagram, x (formerly twitter), YouTube etc.
- Work with the Marketing and Development Office to develop new webpages, posts and online content including: improving exhibition and touring information, artist support, access information, as well as creating new 'Visit Us' and 'Room Hire' pages.
- Collect existing digital material, including videos, resources, and 360° Gallery tours, making them ready to present online on our website and other platforms.
- Assist in the development of our Online Craft Shop
- Create accessible written copy to accompany new material, webpages and posts
- Ensure the Llantarnam Grange's brand, voice and values are consistent across all messaging
- Assist in production of promotional materials including exhibition invitations, interpretation panels, leaflets and posters, alongside external designers
- Assist in the development of email campaigns and mailing lists

Llantarnam Grange
Heol Dewi Sant
St David's Road
Cwmbrân
Cwmbran
NP44 1PD

- Support with Digital Monitoring, including gathering statistics relating to web traffic and social networking sites
- Contribute to reports as and when requested to the Director and Board of Trustees
- Ensure all Llantarnam Grange's Policies are adhered to

Person Specification

This position would suit someone who has some experience working in digital marketing and communications that is looking to expand their knowledge and skills. We need someone who is confident in their digital skills, and who has enthusiasm to work in different online spaces within the arts sector. This could include recent graduates or equivalent, as well as self-taught creatives, those returning to work, or looking for a change of career.

The role will be under supervision of our Marketing & Development Officer who will manage and lead on any training required. If you have a creative approach to designing communications and have a strong focus on working with our communities, we would love to hear from you. We need someone with an understanding of creating accessible information for a range of purposes, digital spaces, and audiences. The successful candidate will have a passion for arts and culture and will be a champion for equality, diversity and inclusion. You will need to work well with the team but be self-motivated to work independently.

Key skills, attributes and experience

Essential:

- Digital creation skills, including image and video content creation and working experience of Adobe Suite
- Experience of website maintenance and management (specifically Wordpress)
- A strong visual sense and excellent verbal and written communication skills, including creative copywriting skills and proofing skills
- Meticulous attention to detail and accuracy
- Strong administration and communication skills
- Strategic and creative approach, with the ability to work to deadlines while managing multiple priorities
- A self-motivated person who works well independently and as part of a small team
- A desire to champion the views and perspectives of audiences through all marketing, communications and engagement activity
- A personal and professional commitment to equality of opportunity and to diversity in all its forms

Desirable:

- Experience working in creative, cultural or charity sectors
- Ability to speak/write in Welsh
- An interest and knowledge of contemporary art and craft
- Experience of marketing contemporary art and craft events
- Experience managing online bookings and sales
- Degree or equivalent experience
- Strong knowledge of Adobe Suite and website management

Pay and Conditions:

Hours: The salary will cover 40 days from 9 December 2024 until 28 February 2025 (i.e. 4 days per week for 10 weeks). Start date to be confirmed with successfully candidate. Working hours are 9am to 4pm and the building is open Monday to Saturday. There is flexibility in the hours/days worked and opportunities for some homeworking. Llantarnam Grange will be closed with no staff working from 3pm on Tuesday 24 December and return on Monday 6 January.

Total fee for 40 days salary: £3276.00

Real Living Wage: £12.60 per hour

Working day: 6.5 hours a day

Additional overtime hours may be available, as well as paid training days.

Other Benefits:

Staff discounts on exhibitions, craftshop and cafe

Some training provided

Free parking and good public transport links

The centre's opening times are Monday to Saturday 9.30-4.00 (staff are on site 9.00-4.00)

Location: Llantarnam Grange Arts Centre, St. David's Road, Cwmbran, Torfaen, NP44 1PD

How to apply

Please send a letter of application and your CV **by email only** to our Administrator Alice Bethune alice.bethune@llantarnamgrange.com

Closing date: Monday 2 December, 10am

Interview Date: Tuesday 3 December

Llantarnam Grange is inclusive:

At Llantarnam Grange we are looking for people who reflect the diversity of our communities to help us work in new ways and become more relevant to the communities we serve. We are an Equal Opportunities Employer and a Registered Charity. We welcome applications from individuals who are underrepresented in the visual arts sector including those of Black, Asian or minority ethnic heritage, those who have faced socio-economic barriers, those who identify as LGBTQ+, and those with disabilities. All applications for this position will be treated equally and confidentially. Recruitment for this position will be based on merit.

Contact:

If you would like to have an informal chat before applying please get in touch. We welcome any questions about the role and this process, and will be happy to talk to you about any aspect of working at Llantarnam Grange:

Alice Bethune, Administrator – alice.bethune@llantarnamgrange.com

Sophie Lindsey, Marketing & Development Officer – Sophie.lindsey@llantarnamgrange.com

Llantarnam Grange
Heol Dewi Sant
St David's Road
Cwmbrân
Cwmbran
NP44 1PD