

Job Description

Title:	Marketing and Communications Assistant
Reports To:	Marketing and Communications Development Officer

TRACS is a support and development organisation for traditional arts and culture in Scotland. It facilitates the work of the **Scottish Storytelling Forum**, the **Traditional Music Forum**, and the **Traditional Dance Forum of Scotland**, and is based at the Scottish Storytelling Centre.

The Marketing and Communications Assistant will report to the Marketing and Communications Development Officer, supporting all key marketing and communications to contribute to the successful delivery of the organisation's mission and key objectives as laid out in the Business Plan.

The successful applicant must be a savvy, energetic and organised individual with an interest in the rich tapestry of Scotland's traditional artforms. Your aim must be to increase awareness, participation and overall attendance, as well as actively work to bring new and non-traditional audiences to TRACS.

Job Purpose

- Actively promote and communicate all aspects of TRACS work
- Position TRACS as a supportive and enabling voice for the Traditional Arts
- Support the promotion of year-round programming at the Scottish Storytelling Centre for traditional arts events and workshops, and People and Place projects throughout Scotland
- Deliver marketing support for the Scottish International Storytelling Festival in the autumn.
- Assist the Marketing and Communications Development Officer in connecting the 3 Forums (Music, Storytelling and Dance) and their external facing collaboration with TRACS

Responsibilities

1. Support the Marketing and Communications Development Officer in implementing the Marketing strategy for TRACS as part of the ongoing revision of the TRACS Arts and Business Plan
2. Support the print production and distribution of marketing materials
3. Contribute to the production of press materials and assist with their circulation, reaching out to different Media and Press
4. Help with the maintenance of the TRACS website, ensuring content is updated and reviewed regularly
5. Support the three Network Coordinators in promoting TRACS and its activities, to generate a wider awareness of our ambition to promote traditional arts to current markets

6. Copywriting/Proofing for TRACS events and activities for use in different media (brochures, mail-outs, online, press releases etc.)
7. Assist with the distribution of targeted weekly, monthly and ad hoc newsletters and mailings (through Constant Contact web mail service) and monitor impact/web traffic to the site
8. Reach, engage and build the TRACS & Storytelling Centre Social Media platforms, supporting the implementation of the overall Marketing strategy
9. Provide administrative and project support for the organisation's daily operations, including event listings, sales reports, etc.

Requirements

1. Graduate or equivalent
2. Capacity for creative and strategic thinking, with strong written and verbal communication skills
3. Excellent organisation and planning skills with proven ability to work flexibly under pressure, to prioritise and to meet deadlines
4. Knowledge of and confidence in CMS systems (WordPress experience an advantage), online channels and a range of social media
5. Experience of providing a range of administrative and/or project support
6. Capacity for collaboration and teamwork
7. Experience working with Adobe Photoshop or similar editing programmes (*Desirable*)
8. Experience in content production i.e. photography and filming (*Desirable*)
9. Knowledge, experience and interest of the Scottish arts and society (*Desirable*)

About TRACS (Traditional Arts and Culture Scotland)

TRACS is an umbrella body for the cohesion and promotion of the traditional arts in Scotland, which provides a common platform and collective voice for Scotland's rich cultural heritage, aiming to improve the knowledge, practice, development and advocacy of traditional arts in a contemporary world, making them more accessible to all.

TRACS leads, in consultation with the Forums, on shared advocacy, policy development, strategic relationships, programme initiatives and promotion, involving different aspects of Scotland's traditional arts, culture and languages.

TRACS operates in a uniquely collaborative way appropriate to the diverse networks, that underpin Scotland's arts of tradition locally, regionally, nationally and internationally.

www.tracscotland.org

Application Information

Annual Salary: £19,000

This upgraded role is offered for an initial six months with the possibility of extension.

Closing Date for applications: **Thursday 20 June, 5.30pm**

Late applications will not be accepted.

Interviews will be held on **Wednesday 26 June** at the **Scottish Storytelling Centre** (EH1 1SR)

If you know this date is a problem for you, please flag with your application and we will do all we can to accommodate your situation.

Ideal starting date: Monday 15 July

To apply – please send **your CV** and a **Cover Letter**, outlining your interest in the role and relevant experience, utilising the responsibilities and requirements in the job description, to:

Lindsay Corr

Marketing and Communications Manager

Email lindsay@tracscotland.org with "M&C Assistant Application" as subject line

Post TRACS, 43-45 High Street, Edinburgh, EH1 1SR

Enquiries 0131 652 3272 (Lindsay or Annemarie)