

JOB DESCRIPTION

Our Mission: to enrich people's lives by nurturing and enabling their creative spirit in inspirational spaces

Our Values:

We are creative – passionate about our mission, resourceful and innovative.

We are courageous - challenging ourselves and others to keep learning.

We are caring – we work collaboratively with a generous spirit striving to deliver quality in everything we do.

1. Job Details

Job Title	Sales & Marketing Administrator
Main purpose of job	A varied role incorporating customer service, administration and marketing. We need you to: Run the office and administration systems efficiently to deliver the best experience to our students, support our artist tutors and encourage the maximum uptake of activities. Manage the front desk, welcome students and be the first port of call for when customers arrive at the School Respond to customer enquiries, sell art courses, provide support for accessing online courses. Support the marketing manager with creating digital content.
Hours	30 hours per week. Occasional Saturday mornings
Work Base	Porthmeor Studios, Back Road West, St Ives, TR26 1NG
Travel	Minimal. However, Business Car Insurance is required if the postholder uses their private car on business and therefore the postholder is responsible for ensuring they are covered.
Contract type	Permanent

2. COMMUNICATION AND WORKING RELATIONSHIPS

- a) Responsible to: Sales and Marketing Manager
- b) Liaison with: SSP staff, tutors, students, public, BSJW Trust staff, volunteers and partner organisations

3. SPECIAL QUALITIES

A reliable, self-motivated person with a positive attitude and resourceful nature. You are an excellent communicator, great at putting people at their ease. This means you quickly and confidently solve issues and work out what people need you to do for them. Your willingness to 'muck in' ensures stuff gets done. An enthusiastic problem solver you take pride in what you do. Able to work accurately and on your own initiative, you learn new skills quickly, adapt to role changes and tasks in a busy workplace. Even under stress you keep a sense of humour and always stay professional and friendly.

4. KNOWLEDGE, SKILLS AND EXPERIENCE

You need to have:

- A friendly and confident manner to deliver excellent customer service and sales skills
- Experience of managing customer CRM (database)
- Excellent IT skills, able to learn new in-house packages quickly. Competent in MS Office packages.
- Good administrative experience and office skills
- Experience of working in a busy office with a strong ability to multi-task
- Excellent time management and organisational skills
- Good written and verbal communication and a high standard of numeracy
- The ability to work out what to prioritize and move from task to task quickly
- An eye for detail, making you an accurate worker that takes responsibility for getting things done
- An understanding and experience of using various social media channels

You might also have:

- An interest in the visual arts.

- Experience of working in retail or sales environment
- Experience of WordPress
- Experience in telesales
- Working knowledge of InDesign or Photoshop
- Copywriting skills

Competencies are based on our organisational values of being Caring, Creative and Courageous.

Caring. You

- Are confident, sensitive and calm in challenging situations
- Take time to build effective relationships with customers and colleagues.
- Are caring and compassionate
- Understand how your behaviours can be interpreted and consider the impact you have on others.
- Enjoy working as part of a team
- Are a confident and sensitive problem solver. Empathetic, personable and skilled at negotiating and resolving issues

Creative. You

- Are self-motivated, pro-active and able to work unsupervised using your initiative to come up with solutions to problems.
- Look for opportunities to work with, learn from and share with others
- Are flexible and open to change
- Regularly look to improve the way you do things

Courageous. You

- Listen attentively, question thoughtfully, challenge openly and encourage others to do the same
- Challenge ineffectiveness and remove obstacles to enable yourself and others to succeed.
- Learn from failure and honest feedback without being discouraged.

5. DUTIES AND RESPONSIBILITIES

Day to day you will:

1. Deal with enquiries, take bookings and manage payments (phone, email and in person)
2. Assist students in making their course choices in an informed, friendly and helpful way.
3. Monitor social media channels to respond promptly and appropriately to posts/comments
4. Ensure our digital platforms are maintained with up-to-date information and relevant content.
5. Update the School's website, using a Wordpress content management system
6. Provide digital support and technical advice to customers accessing our online courses
7. Carry out administration tasks required for the efficient running of The School office and to support the Youth Programmes
8. Update customer records and manage the functionality of the customer database
9. Assist the marketing manager with social media content and email marketing campaigns
10. Undertake any other tasks required to ensure The School runs smoothly

6. OBLIGATIONS

- a. This job description is subject to the Terms and Conditions of service of the Charity.
- b. This job description is subject to the Policies and Procedures of the Charity and all staff are required to acquaint themselves with those applicable to this post.
- c. Under the Health & Safety at Work Act 1974, the Charity has a duty to ensure as far as is reasonably practicable, the health, safety and welfare of all its employees. There is also a duty of care on all employees under the same legislation.
- d. You will be required to comply with Data Protection legislation and policies and procedures.
- e. This job description will be subject to annual review and amended to meet the changing needs of the Charity
- f. This job description is subject to the Terms and Conditions of Service of the Charity.