



Trustees:  
Stephen Warrington (Chair),  
Andrew Cooke, Henry Fajemirokun,  
Angel Gavieiro, Rosanna Machado, Amar Qureshi,  
Sandie Dawn, Kate Sandars,  
Olga Stanojlovic, Pete Stephens.

# Marketing Intern: Recruitment Pack

**Thames Festival Trust** is looking for a marketing Intern to help deliver the strategic and creative objectives of the organisation's marketing team. Thames Festival Trust is an arts organisation delivering festivals, stand-alone commissions, river-based events, heritage projects and education programmes.

We have a twenty-eight-year track record of using learning, culture, and creativity to amaze, excite and inform. Our work helps bring communities together, originally around the River Thames, and now in cities across the UK and the world.

The Trust is committed to producing excellent work and we strive to improve access and increase diversity across the Arts and Culture sector. The marketing intern will work alongside the Head of Marketing, Digital & Communications to build and schedule all creative content that is delivered to our platforms and channels, as well as tracking and reporting the statistical success of this work. 50% of the role (one day per week) will be spent on statistical and administration work; with the remaining 50% (one day per week) devoted to creative development and scheduling.

More information on Totally Thames [here](#).

## Job Description

**Responsible to:** Head of Digital, Marketing & Communications.

## Role & Responsibilities

### Administration

- Support to produce and deliver production schedules for projects and events.
- Support to write copy for strategic documents.
- Work with the Head of Marketing, Digital & Communications to collect data across all tools and platforms, compiling this into a digestible format to analyse.
- Label and file marketing content and documents.

### Content & Digital

- Work with the Head of Marketing, Digital & Communications to create and deliver digital content to our channels.
- Content creator focusing on marketing upcoming events.
- Capturing events for social media content.
- Schedule production and delivery of social media content across all networks with support from the Head of Marketing, Digital & Communications.
- Website maintenance, content pages updates and social platforms.

### Evaluation

- Contribute to the project evaluation process by gathering and processing feedback data from audiences, artists, and stakeholders.
- Collect accurate qualitative and quantitative data collection for projects.
- Write and submit project evaluation reports.



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## Other

- Undertaking other duties as may be reasonably required.
- This role requires some weekend and evening work.

## Person Specification

### Essential Skills

- Experience building video and photo content for social media channels and websites.
- Experience writing copy for digital content and how to optimise it for different channels and platforms.
- Design Software: Basic understanding of design software such as Adobe Creative Cloud.
- Understanding of digital platforms: Facebook, Twitter, and Instagram.
- IT literate: Word, Excel, and Outlook.
- Confident communicator at all levels (email, face to face and telephone) and to a wide range of stakeholders.
- Problem solving skills with a proactive approach.
- Strong organisational and time management skills.
- Ability to work on own initiative as well as within team.
- Ability to work flexibly, independently, and resourcefully.
- Ability to manage multiple projects, while paying close attention to detail.
- Ability to research and collate information.

### Desirable Skills

- Experience delivering a marketing schedule for an artistic or charitable enterprise.
- Experience in using analytic tools such as Google analytics and Sprout Social.
- Knowledge of and interest in the Thames.

## Terms & Conditions

- Salary/Fee: £13.15 per hour (London Living Wage)
- Contract period: Part time internship, two days a week July to October (inclusive).
- Working hours: 14 hours including a half-day team meeting in London.
- Location
  - Thames Festival Trust is based in London.
  - Thames Festival Trust operates a hybrid working pattern and the employee will be expected to work from home and the company office in London.

## How to Apply

- Deadline for applications: 20<sup>th</sup> May 2024
  - Interview date: 3<sup>rd</sup> June 2024
  - Start date: 15<sup>th</sup> July 2024  
End Date: 27<sup>th</sup> October 2024
- To apply:
- Please email a covering letter (no more than one page) setting out how your experience and skills match the requirements of this role.
  - Please enclose your CV.



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- Please complete our equal opportunities monitoring form online.
- Submit documents to: [d.smallman@thamesfestival.org](mailto:d.smallman@thamesfestival.org)

For more information or questions, contact Darren Smallman (Head of Digital, Marketing and Communications) on [d.smallman@thamesfestival.org](mailto:d.smallman@thamesfestival.org)

### **Thames Festival Trust is an equal opportunities employer**

We are committed to working towards a more diverse cultural sector. Our recruitment process is open to all, but we are particularly keen to hear from those from ethnic minorities, those who self-identify as LGBTQIA+, those from lower socio-economic backgrounds and those who self-identify as disabled, as these groups are currently underrepresented in our teams.

Recruitment equal ops data is anonymised and used internally to identify ways to improve our process and reach the widest possible pool of candidates.