**Kickstart Scheme:**

**Digital Marketing Assistant**

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| **Salary** | £10.85 per hour (LLW) £22,568 per annum pro rata |
| **Contract** | 6 months fixed term contact |
| **Hours** | 25 hours a week, mostly during office hours to be agreed. Some evening and weekend working to attend events. |

**To apply you will need to be 16-24 and in receipt of universal credit, please talk to your Job Centre Plus work coach about the Albany Kickstart placements**

**The Albany**

Based in the heart of Deptford, the Albany is a performing arts centre that exists to inspire, develop and support creativity in South East London. With year-round activities and events including award-winning programmes for young creatives and adults over 60, music, theatre, spoken word and family performance, the Albany is led by the talent and imagination of its local community.

**Purpose of the post**

The Digital Marketing Assistant will work alongside with the Albany’s Marketing and Engagement Team and [Initiative.dkf](https://www.initiativedkf.com/) the Albany’s Artists of Change, to make and shape digital content which connects new, young audiences to our work. The Digital Marketing Assistant will work alongside our other paid young creatives providing peer support to each other in their shared mission to **Listen, Connect, and Amplify the voices of young people across the borough.**

The Albany Marketing Team will provide line management. This role will also receive support and development from the Initiative.dkf team, and will work closely with a group of paid young creatives at the Albany, this group will provide peer support to each other, overseen by a programme lead. Specific training will be provided to develop and build digital skills. This role will develop considerable creative networks across the organisations and the borough.

This role will work from home and at the office and we will this support with IT equipment

**Skills / Attributes Developed through this role**

* A deep understanding of tools and techniques for high quality marketing and engagement
* Project management and team working
* Extensive networks in the creative industries

**Job Description**

* Taking the lead to create high quality, stand out digital content. This could take the form of video, film, photography or other types of digital media for use on the Albany and Initiative.dkf’s channels
* Being aware of local programmes and Using digital channels to further promote the work of The Albany and Initiative dkf
* With support from the Albany’s communication and engagement teams, as well as Initiative.dkf, create a digital content plan that supports the organisation’s and artist’s wider objectives
* Working closely with artists and young people to connect projects, build online engagement and presence, and amplify local voices
* Support the wider team to ensure websites and digital/social media platforms are up to date and optimised for marketing and engagement purposes
* Act as an Albany / Initiative,dkf representative as required and during key events
* Support the aims and objectives of both the Albany, and Initiative,dkf., internally and externally, exemplifying the values of the organisation and good practice
* Build and maintain positive working relationships with artists, participants, partners and colleagues (especially online)
* Ensure the intentions and requirements of the Albany’s Equality and Diversity, Health & Safety, Environmental Sustainability, Data Protection and Safeguarding policies are applied personally and by the team

# Person specification

* You will have experience creating stand-out digital content for social media platforms
* You will have sound local knowledge of Lewisham and a passion for this unique borough
* You will have a strong interest in theatre and / or dance / music OR digital content
* You will be interested in the power of the arts to challenge existing narratives and champion a range of diverse voices, particularly those relating to the experiences of people with African or Caribbean heritage
* You will be motivated to platform the huge creativity of Lewisham young people
* You will be an excellent communicator
* You will have a broad understanding and fresh perspective on current trends in media and content creation