DEBBIE BRYAN: DIGITAL & PRINT MARKETING ASSISTANT

Job Placement summary	This role is to support with our business' growth online and in our gallery. The role involves marketing, including photography, graphic design and copywriting. Although training will be provided, this role would best suit someone with qualifications and /or experience in one or all of these areas. **Marketing and enterprise** To support the development and marketing of the Debbie Bryan brand, including: - Debbie Bryan gallery and tearoom (venue and experiences), Debbie Bryan design studio (design) and Kitchen Allotment (horticultural) All areas of marketing will be addressed, the role will include: - Online communications - Social media - Copywriting - SEO / Keywords - Website development **E-commerce** To support e-commerce website development: - Uploading, editing and maintaining content - SEO - Stock management and administration You will be given training in Wordpress and Woocommerce **Graphics** Support to develop: - Graphics for online marketing platforms - Graphics for print marketing including wall graphics and hand-outs **Photography** Support photographing our complete offer: - Behind the scenes - Gallery interior / exterior - Product photography & production of - Experience-led retail - Food and drink To include editing of the photography taken and put to use through print & online marketing (internally & externally): - Website - Social media - Press releases - Print graphics

Essential skills, experience and qualifications	Preferred skills in Illustrator, Photoshop and Canva
	
	To apply for this role we would like you
	To have
	    •Strong written skills
	    •Good verbal communication
	    •Good listening skills
	    •Strong organisational skills
	    •Excellent time keeping
	    •A responsible and reliable attitude to work
	
	To be
	    •A self-starter and able to work independently
	    •Willing to learn new skills
	    •Willing take constructive feedback
	    •Reliable and hardworking in your role
	    •A good team player

Number of hours per week	25; there may be an opportunity for additional hours
Working pattern and contracted hours (including any shift patterns)	Working pattern will be up to 5-days a week between Monday-Sunday; hours may be condensed to 3-4 days
Hourly rate of pay	National Minimum Wage; performance related award

Details of employability support (training opportunities/ mentor)	**In-house training**
	You will be supported in-house in specific training commented on within the job placement summary, as well as:
	    •Customer service and engagement to take payments, support bookings and respond to enquiries (in-person, via phone and online)
	    •Product knowledge
	    •Housekeeping
	
	There will be amble opportunity to progress in your role, feeling supported and nurtured as your confidence grows and your skills develop – we are here to support your longevity with opportunity for longer term job security for the right candidate
	
	Monitoring of this support will be held in-house by the team who will act as your mentor, previous mentoring approaches include:
	    •One-to-ones
	    •Surgeries
	    •360-feedback
	
	This support will be ongoing throughout your role

Details of employability support continued	**External training**
	
	Where opportunity allows you will have access professional development through external courses and workshops
	
	Previous external training and development includes
	    •Market research trips
	    •Team training days
	    •Mentoring sessions
	
	Specific to this role, training to develop:
	    •E-commerce
	    •SEO
	    •Graphic design
	    •Photography
	    •Copywriting, content creation and PR
	    •Stock management and administration