

# The Spark Arts for Children



## Administration & Marketing Assistant (Intern) Applicant Information

### History of the company

The Spark began life as The Spark Children's Arts Festival in 2003, in response to a need for live performance arts for children in the region. We now run the largest independent arts festival specifically for young people in England and Wales. The festival runs annually for two weeks in May/June and brings international and national artists to the region for a fortnight of theatre, music, dance and other art forms. All events and activities are specially developed for children aged 0-13 and their families, and undertaken in arts venues, schools and neighbourhood venues.

Evidence shows that the arts inspire, empower and educate children, playing a vital role in their development. Children grow in confidence and learn in new and exciting ways. The Spark brings together exceptional national and international artists creating work for children. It features theatre, dance, music, poetry, puppetry and visual & digital arts. The work is often innovative and experimental and performed by companies at the forefront of their profession. The two-week long festival creates a sense of excitement and celebration and the festival format encourages families to sample a range of different arts activities available.

Outside the festival, The Spark takes on additional projects that further our mission. For example since 2015 we have worked with the Leicester City Libraries to place an Artist in Residence in two libraries each year to support and develop them as active cultural spaces to learn and play.

The Spark Arts for Children is a company limited by guarantee and a charity registered with the Charity Commission.

### Our Vision

The Spark Arts for Children exists to enable children to enjoy the opportunities for discovery offered by the arts as audiences, as learners and as creators of their own art.

### Our Mission

- To commission and produce high quality, diverse and innovative programmes for children in venues (In Your Theatre), schools (At Your School) and community settings (On Your Doorstep) which provide children, their families and their communities with the opportunity to experience the richness of the arts.
- To organise a children's arts festival each year recognised nationally for the quality, diversity and innovation of the programme, and valued locally for its contribution to the quality of life for children through creating experience, enrichment and inspiration.
- To champion cultural education activity locally to ensure that children in Leicester/shire thrive through rich and adventurous experiences, no matter where they start in life, and to advocate for children's rights to enjoy artistic opportunities as audiences, as learners and as creators of their own art.
- To ensure that the organisation is sustainable, well governed by a skilled board and has the hallmarks of an effective charity.

[www.thesparkarts.co.uk](http://www.thesparkarts.co.uk)

## **Administration & Marketing Assistant (Intern)**

### **Job Description**

#### **1. Purpose of job:**

The Spark is looking for a part-time Admin & Marketing Assistant for a short term contract to work on next year's Spark Festival and other projects.

Ideally suited to someone with strong basic administration and marketing skills, with an interest in developing their experience in the arts, this contract will offer an opportunity to participate in the planning and delivery of this eight day children's arts festival, as well as gaining experience in the marketing and fundraising work that supports the festival and our other projects.

#### **2. Responsible to:** The General Manager

**3. Key relationships:** The Director, Press & Marketing Manager, Development Manager, Projects Coordinator.

#### **4. Principle objectives:**

To work with The Spark's team in the effective planning and logistical support for the annual festival and all activities undertaken by the organisation.

#### **5. Key Duties and Responsibilities:**

##### 1. Administration and Finance

- To participate in the efficient operation of the organisation's office on a day to day basis, managing routine administrative tasks e.g. answering the phone, dealing with inquiries, organising meetings and filing.
- To help maintain and manage the organisation's CRM database, ensuring best practice in relation to data management and storage in accordance with the Data Protection Act.
- To support the General Manager in administration of the festival companies and venues.
- To organise the collection and collation of monitoring data to support the evaluation of the festival and other Spark activities.
- To support the General Manager with basic finance tasks.
- To help supervise student placements and volunteers in the office.
- To provide administrative support where necessary to The Director, Press & Marketing and Development Managers.

##### 2. Marketing

- To support marketing and communications activities, particularly in relation to the website, social media and external website listings.
- To update the Spark's website with event and performance information and other content.
- To plan and implement a social media and email campaign for the Festival.
- To support the Press & Marketing Manager with the production and distribution of Press Releases.
- To assist in collating and checking data for the brochure and other print.
- To support the Press & Marketing Manager with the distribution of print via brochure mailing list and schools distribution.
- To create and distribute regular email newsletters to the Spark mailing list.
- Where appropriate, to manage ticket sales for relevant venues via The Spark website.

### 3. Event Management & Fundraising

- To recruit volunteers for the festival and other Spark events.
- To schedule, manage and maintain records for festival volunteers.
- To support the General Manager and Projects Coordinator in the project management of events within the festival and throughout the year, including involvement in budgeting, licensing, scheduling, managing volunteers, delivery and evaluation of the event.
- To support the Development Manager in organising and delivering fund-raising events
- To represent The Spark at networking events.
- To research areas of funding, developments in the arts for children and help to build local contacts in Education, Health and Sports.

### 4. Other duties

- To ensure your own health and safety and that of members of the public, staff and contractors by complying with organisational safety
- Undertake training as required to ensure appropriate levels of skills and knowledge
- To carry out the duties of the post with due regard to the organisation's equal opportunities policy and core values
- To act as an ambassador for The Spark at all times when on Company Business
- Other duties and responsibilities as may be reasonably required, commensurate with the overall remit of the post.

## **Admin & Marketing Assistant – Person Specification**

### **Essential knowledge/skills:**

- Experience of working in an administrative role
- Experience of managing or marketing an event
- Experience of using social media in a marketing context
- High competency in Word and Excel
- Good verbal and written communicator
- Good functional skills in English and Maths and IT
- Strong time management skills with an ability to plan ahead, anticipate requirements and work to deadlines.

### **Desirable knowledge/skills**

- Experience of dealing with the public in a service industry
- Experience of volunteering for or working with an arts organisation
- Experience of copy writing or blogging
- Good at working in a team and problem solving
- Experience of working with any of the following:
  - a. Office Publisher (or similar desk-top publishing)
  - b. Office Access (or similar database programmes) and mail merging
  - c. Adobe Photoshop (or similar photo editing)

## **Contract details**

Salary: Minimum wage dependant of age (18 plus only) paid monthly in arrears

Working hours: 21 hours per week

Contract: November 2017 to July 2018

Please note that the nature of this role requires evening and weekend work to be undertaken for which time off in lieu may be taken in agreement with the General Manager.

Holiday: statutory pro-rata

Appointment is subject to a satisfactory enhanced DBS disclosure.

## **Application information**

**Closing date for applications:** strictly 9am on Wednesday 18 October 2016

**Interviews:** Wednesday 25 October

Applications should be made using The Spark Application Form. Please make sure you complete the personal statement explaining how you **meet the criteria for the post, what you would bring to the role and what you hope to gain from an internship**. A c.v. may be included in addition to the personal statement.

## **PLEASE MARK YOUR APPLICATION "AMA"**

Post applications to:

The Spark Arts for Children

LCB Depot

31 Rutland Street

Leicester

LE1 1RE

Or by email to [jobs@thesparkarts.co.uk](mailto:jobs@thesparkarts.co.uk)

All applications will be acknowledged by email, so please give an email contact.

***The Spark Arts for Children strives to be an equal opportunities employer, and would appreciate applicants completing the monitoring form.***