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**Marketing and Advocacy Administrator**

**Job Description**

**Job Purpose**

To support the marketing and audience development team in the promotion of Graeae’s activity through social media, the company website and in direct marketing.

To be a driving force in promoting public advocacy for Deaf, disabled and neurodivergent communities through research, consultation and digital media.

To raise awareness within the organisation and with the general public about the challenges facing intersectional communities.

**Line Manager:** Marketing Manager

**Responsible for:** None

This is a role for a Deaf, disabled or neurodivergent professional who is engaged in diverse social issues and is a confident communicator online.

The post holder will be a vital part of Graeae’s marketing and audience development team.

Graeae recognises that communication can be achieved by various means, e.g. through a third party communicator.

**Key responsibilities**

**Marketing/Digital Content**

1. Compile and distribute marketing resources for projects and productions.
2. Maintain the contacts database and track and input statistical data.
3. Support the Marketing Manager on the delivery of the online marketing campaign including updating the Graeae blog, social media and website as requested, drafting e-newsletters and maintaining listings.
4. Support the Marketing Manager with proofreading print and online collateral before going live.
5. Co-ordinate the compilation of copy for in- house publications, including but not limited to programmes and annual reviews, as well as liaising with graphic designers on this.

**Advocacy**

1. Research, campaign and raise awareness about the challenges facing Deaf, disabled and neurodivergent people in the UK.
2. Liaise with the Graeae team and lead on conversations regarding the latest issues affected by Deaf and disabled people and in how Graeae publicly responds.
3. Keep up to date with any trends and conversations happening on social media and in our community / in the UK, which may inform how Graeae can and should be responding.
4. Support the wider team in an Education Campaign advocating for changes to DSA, segregated education, funds for children and students in primary and secondary schools, under austerity.

**Finance**

1. Work within pre-agreed budgets, monitor and report income and expenditure.

**General**

1. Maintain excellent administration systems across all areas.
2. Promote equality of opportunity and fair treatment in all activities.
3. Undertake other duties relevant with the role.

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## Marketing and Advocacy Administrator

##### Person Specification

##### Knowledge / Skills / Experience

**Essential**

1. Knowledge and understanding of the social and cultural barriers encountered by Deaf, disabled and neurodivergent people.
2. Passion for social media communities as a forum for advocacy and communication.
3. Excellent communication skills, both verbal and written. (NB Graeae recognises that this can be achieved by various means, e.g. through a third party communicator)
4. Passion for addressing social and cultural barriers encountered by Deaf, disabled and neuro-diverse artists; including disablism, racism, homophobia, transphobia and persecution for some other aspect of their identity.
5. Excellent time management and organisational skills.
6. Interest in theatre and the arts.
7. Proficient in the use of software including Word, Excel, Outlook and social media.
8. Ability to work as part of a team as well as individually.
9. Ability to problem solve both creatively and pragmatically.
10. Willingness to undertake further training.

### Desirable

1. British Sign Language skills

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## Marketing and Advocacy Administrator

# Summary of main terms and conditions of service

**Contract**

This is a 12 month fixed term post, working part time hours.

**Salary**

The salary offered is £24,000 per year (£14,400 pro rata) and is payable monthly.

**Hours**

This is a part time post of 21 hours per week, plus one hour for lunch.

Graeae's opening hours are 9am – 6pm; you would normally work within these hours.

Occasional evening work is required.

There is no overtime payable but time off in lieu (TOIL) of hours worked may be taken in negotiation with line manager.

**Probation**

Confirmation of employment is subject to a 3-month probationary period.

**Notice**

The period of notice from either party is one week during the probationary period and two months thereafter.

**Pension**

You will be automatically enrolled into Graeae’s pension scheme on joining. The employer contribution is 7% of your gross salary and the minimum employee contribution is 3% of your gross salary.

**Holiday**

Full time staff members are entitled to 25 days paid holiday in the first year of employment (increasing in subsequent years) plus public holidays.

This is pro-rated for part-time staff members.

Holiday entitlement may not be carried forward and there is no cash alternative except at termination of employment.

**Training**

Graeae has a training policy and is committed to developing staff, encouraging them to expand their skills during their employment with the organisation.

**Other Benefits**

Graeae participates in the Cycle to Work scheme.

Sick pay and parental leave are all over the required minimum, subject to qualifying service.