

Marketing, Outreach and Audience Development Assistant

- Fee:** Monthly fee will be paid at national minimum wage according to age of applicant which for people over 21 will be £12.21 per hour and under 21 will be £10 per hour.
Up to 48 hours per month March to December 2025 inclusive
- Contract:** Part-time, freelance, to be invoiced on a monthly basis.
At least one hour per week to align with the NYB Marketing team.
- Probation period:** 2 months
- Responsible to:** Megan Gibbons
- Working with:** Ciara Clayton, Social Media Coordinator

National Youth Ballet - Inspire, Move, Create

Our mission is to bring young people together through creative, joyful and inclusive ballet activities that nurture confidence, skills and positive values. Our vision is that young people are empowered to thrive, shaping the future of ballet and the world around them.

National Youth Ballet believes that ballet can be for everyone. Our programmes aim to challenge perceptions about what ballet can be and who it is for. NYB has provided transformational opportunities for young people for over 30 years to participate in, create and perform classical and contemporary ballet. Marketing and Audience Development is a key part of our strategy to achieve our mission and vision.

NYB is seeking a part-time Marketing, Outreach and Audience Development Assistant to support the Marketing and Communications Manager and Social Media Coordinator as part of a small but dynamic marketing team. This is a new role and an exciting opportunity to work on our strategy to raise the profile of NYB by engaging with new communities and promoting our opportunities to reach new participants around the country across all our activities.

This is an entry level role for someone who is passionate about engaging with new participants and audiences, access to the arts and interested in exploring how to develop their skills as part of a team. It will suit someone with strong communication skills who has a

passion for working with young people, who thrives on storytelling and engaging with new people and can work to deadlines. If you think this might be you, then we would love to meet you!

We are committed to developing a more diverse workforce and we understand that everyone develops their skills in different ways and that many skills are transferable from different settings. We encourage all applicants to consider applying. You do not need to have a university qualification. We are just looking for the right person who can join the team and develop their skills with us.

The role will be well supported by the Marketing and Communications Manager and Social Media Coordinator. It is a great opportunity to get to know what it's like to work as part of a team, and to be part of the comms planning for activities around the country.

Please note that to apply for this role you must be over 18.

Name of the Role: Marketing, Outreach and Audience Development Assistant
Purpose of the Role The Marketing, Outreach and Audience Development Assistant is responsible for supporting the communication of NYB's story to a wide range of stakeholders (young people, parents, industry and fundraisers) across multiple platforms.
Line Managed by: Marketing and Communications Manager, with occasional delegation from Social Media Coordinator.
Supported in the Role by: Marketing and Communications Manager and Social Media Coordinator.
Key Responsibilities and Deliverables: 1. Statement of purpose, vision and mission To work with the Marketing team to ensure that NYB's statement of purpose, vision and mission is clearly articulated across all digital platforms. 2. Brand awareness and audience development To support outreach to communities that would benefit from NYBs activity, to establish and build a larger user base. Ensuring that internal branding templates are adhered to and updated, including supporting NYB's rebrand rollout and regular auto signature updates. Engage grassroots ballet schools with a target to build a network of regional dance schools and CAT scheme participants.

3. Raise NYB's profile

To support opportunities to raise NYB's profile through new platforms, channels and partnerships. Deliver outreach and engagement plans against department targets.

4. CRM system

Having a strong CRM system is part of the foundation of what NYB needs to ensure marketing success. You will provide administrative support to the General Manager and Data Officer to maximise the capabilities of CRM system (tagging, segmenting) of stakeholders to enable targeted mailing and ensuring it is kept up-to-date.

5. Creating and sending regular e-news (via MailChimp) and news on website

- a. To support on the administrative needs of the existing mailing list.
- b. To collate a targeted newsletter every quarter with inspiring copy, excellent written word and captivating images to engage existing users, drive people towards our website and share news and announcements.
- c. To ensure that all mailshots and marketing endeavours are fully GDPR compliant. Managing the off-rolling of opt outs.
- d. Coordinate with the Fundraising Manager to produce a Donor specific Newsletter drawn from the main newsletter.

6. Social Media and Digital Marketing

To support the implementation of a Digital Marketing Strategy within the Marketing, Communications, Audience Development and Public Engagement strategy that celebrates our successes regularly through digital platforms, retains existing audiences and drives new audiences towards NYB through regular engagement. In this way, NYB will form new (marketing reciprocal) relationships with other organisations.

This will include building on your experience with

- Mailchimp
- Ticket Tailor
- Meta Business
- Google Analytics
- Wordpress

7. Centrally Accessible Information

Ensure that all marketing related activity is stored on the google drive and shared with appropriate team members.

Reporting on social media and sales figures for weekly reporting to the NYB team and quarterly reports to the board on the performance of our social media presence using analytics and key metrics and the setting of quarterly goals in line with the content calendar to monitor progress against our aims.

8. Working collaboratively

Will attend a team meeting once a week (normally Mondays at 9am) and will chair a Marketing meeting once a week (time to be decided) with relevant team members according to activity

9. Compliance and Safeguarding

- a. Work within GDPR legislation.
- b. Maintain an awareness of organisational activity by attending brief weekly zoom meetings with AD/PC.
- c. Contribute to the strategic priority of broadening access to increase diversity of NYB participants, contributors and content .
- d. Comply with and practise the Policies and Procedures of NYB especially including the Safeguarding policy.
- e. Ensure that all work related to NYB is stored on the google drive and shared with appropriate team members using links to the Google Drive (not via attachments).
- f. Undertake appropriate training for all relevant systems, and particularly Good CRM to ensure they can update and maintain our database.
- g. Ensure that the environmental impact of all activity is considered, and where possible harmful impacts to the environment are minimised.
- h. NYB acknowledges that there is a climate emergency. We are committed to ensuring that we do as much as we can to reduce our impact. This includes all team members playing their part in seeking out sustainable practice, and implementing measures accordingly. We can do this in practical ways by reusing costumes, encouraging active travel, raising consciousness amongst our young people and being an advocate for good practice. All contractors agree to support NYB to develop practical ways of delivering on this commitment.

Core competencies and essential requirements

1. strong written communication skills and collaboration abilities
2. digitally literate with a basic knowledge of computer programmes such as Google Suite, Notion (or similar project management tool), Canva, Social Media applications.
3. confident with general administration, such as sending emails
4. strong organisational skills
5. keen interest in the creative sector
6. the ability to work independently and to meet deadlines
7. strong interpersonal skills
8. commitment to equality, diversity and inclusion
9. commitment to always uphold the NYB values, purpose statement, vision and mission.

Desirable

1. experience with Wordpress, Meta Business, Google Ads, Adobe Suite or similar programmes.

Please note that the above list of responsibilities is not exhaustive and at certain times you may be asked to perform additional duties, as required, to support the core team.

Working arrangements

NYB does not have an office and therefore your usual place of work will be working from home. Your role may require you to work flexibly to complete your duties, and you may, from time to time, be required to work alternative or additional days (including evenings, weekends and bank holidays) to meet the requirements of your role, and these hours will be agreed in advance between yourself and your line manager in accordance with the requirements of the role and National Youth Ballet.

Contribution towards travel and work-related expenses for meetings/related activity can be discussed.

How to apply

If you would like to discuss anything in relation to this application or to find out more about the role, or if you need this information in another format please don't hesitate to get in touch with info@nationalyouthballet.org

Interested candidates should complete the [NYB Safer Recruitment application form](#). Please use this form to show us how your skills and experience meet the core competencies and give examples of how you have the necessary experience to demonstrate you are qualified for the responsibilities and deliverables. Please do not apply for the role if you do not meet the core competencies. Please use Section 10 on the application form to tell us how you meet the criteria for the role and why you want to work for National Youth Ballet.

Applications can be sent by email to our General Manager, [Charlie Fulton-Langley](#). In the subject line please write: *Marketing, Outreach and Audience Development Assistant*. The deadline for receiving applications is **Monday 17 March 2025, 9am**.

NYB promotes a Culture of Inclusion. Reasonable adjustments will be made for applicants if required, so please let us know if you have any access or additional needs. Disabled applicants who meet the minimum essential criteria for the role will be offered an interview.

In order to support our work to become a more inclusive environment, we encourage all applicants to complete our [Equal Opportunities Monitoring Form](#).

Interviews

First round interviews will take place on **20th and 21st March 2025**. It is likely that interviews will be held via Zoom. If you would like to discuss anything in relation to this application please don't hesitate to get in touch with info@nationalyouthballet.org

NYB practises Safer Recruitment. In line with our Safeguarding Policy if you are offered the role, you will be subject to a DBS check.

Date created: 10 February 2025

NYB Values	
Safe	We champion healthy and sustainable practice.
Nurturing	We contribute to a mutually positive and nurturing experience.
Respectful	We are respectful of each other, and show this in our interactions with everyone; both online and in person.
Inclusive	We value diversity and proactively seek to create an inclusive environment for all stakeholders.
Communal	We are a community and we grow from our shared experience.
Creative	At our core we are creative and collaborate in our creative process.
Challenging	We challenge perceptions about what ballet is and conventions about who ballet is for.
Sustainable	We acknowledge that there is a climate emergency. We are action-oriented and committed to using our influence, resources and skills to be a positive force for change.
Exceptional	We work hard to create high quality educational and dance experiences.