Job Description

# Title: Website Assistant

# Reports to: Website and Digital Content Manager

# Contract type: Permanent, full-time

# Location: Snape Maltings

# Context:

Britten Pears Arts is a pioneering music, arts and heritage charity based on the Suffolk coast. Britten Pears Arts runs two sites: Snape Maltings in Snape and at The Red House in Aldeburgh.

Snape Maltings is a leading regional visitor destination and a stunning place to visit and enjoy independent shops, cafes, galleries, heritage and the beautiful natural environment. It also is home to the majority of Britten Pears Arts’ music programme. Alongside this, the heritage property, The Red House in Aldeburgh, set in its peaceful 5-acre garden, adds to the offer for both the tourist and local community alike.

Britten Pears Arts works to ensure that the legacies of Benjamin Britten and Peter Pears continue to be enjoyed worldwide, this includes the Aldeburgh Festival, their archive, a cutting-edge programme of creative health work, the Britten-Pears Young Artist Programme, the house where they lived and extensive learning and inclusion work throughout Suffolk and beyond. Britten Pears Arts embodies their attitude, values, and belief in helping communities, the disadvantaged in society and those who don’t have access to music or culture.

The work of Britten Pears Arts is supported through a variety of income streams: fundraising, public funding, royalties and ticket sales plus the profit made by Snape Maltings Trading Limited, a retail, accommodation and hospitality company.

The Marketing Team is responsible for promoting all aspects of the organisation’s activities, including concerts, community work and artist training as well as the destinations of Snape Maltings and The Red House and the retail, accommodation and catering offers. Our industry-leading website sits at the heart of this work, and the Website Assistant will be integral to the smooth running and continuing innovation of the site.

**The opportunity:**

The Website Assistant will assist in all elements of the website and maintaining the online presence of Britten Pears Arts and Snape Maltings. The post holder will work on all activities involved in updating the website which promotes both the Britten Pears Arts charity and its work and Snape Maltings Trading Limited. As well as inputting and updating data, events and activities, the role will include copywriting, content creation (film + video), organic and paid-for advertising and data analysis.

**Key responsibilities:**

* Maintain and update the website using our CMS system (Craft) and related digital services
* Maintain and update the online ticket booking and sales facilities (Spektrix)
* Populate and send regular marketing emails using DotDigital
* Manage and build strong relationships with various departments to gather information on all events and offerings across both sites
* Update and maintain retail product information (Shopify)
* Assist with the production of videos and photo shoots
* Undertake image research and rights requests
* Copy writing and proof reading
* Maintain the brand across all digital communications and external websites

# Person Specification: Website Assistant

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| **Criteria** | **Essential** | **Desirable** |
| Experience | * Digital agility and excellent knowledge and understanding of websites and social media
* Design of web pages and digital materials
* Copywriting
* Uploading content using a CMS
 | * Interest in music, heritage, arts, retail, catering, and destinations
* Working within a marketing environment
* Adobe Creative Suite – Photoshop
* DotDigital, Mailchimp, Spektrix or similar
* SEO awareness and best practice
* Google analytics and reporting

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| Skills/knowledge | * A high standard of verbal and written English
* Able to demonstrate a high level of computer literacy
* Excellent interpersonal skills
 | * Film making / photography
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| Ability/aptitude | * Excellent attention to detail
* Ability to work under pressure and to meet deadlines
* Ability to prioritise workload
* Ability to work well as part of a team as well as on own initiative
* Adept at multi-tasking
 | * Ability to quickly develop new skills
* Sensitive to visual appearance of websites and creative approach to design
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| Special requirements | * High degree of commitment and flexible approach to working hours
* Available for some evenings and weekends
 | * Full UK driving licence
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