

NEW WRITING NORTH

November 2021

Dear Candidate,

Digital Marketing Intern

Salary: £17,950 pa, full-time, 12-month fixed term contract

Thank you for your interest in making an application for the above post. Please note, this position is part-funded by Northumbria University and is only open to graduates of Northumbria University.

Alongside the job description for the post, our websites and social media accounts will give you a good up-to-date overview of the range of our work and our creative priorities as a company:

[New Writing North website](#)

[Northern Writers' Awards website](#)

[Durham Book Festival website](#)

[Twitter](#)

[Facebook](#)

[Instagram](#)

About the role

New Writing North is the literature development agency for the North of England, and an Arts Council England National Portfolio Organisation. We work in partnership with regional and national partners to produce a range of literary and performance activities including flagship projects such as the Northern Writers' Awards, Young Writers, the David Cohen Prize, the Gordon Burn Prize and Durham Book Festival.

We're a small organisation with a dedicated, creative team, supported by a great board of trustees. Based in Newcastle upon Tyne, we work to support writers and literature across the North of England.

The Digital Marketing Intern supports the Marketing team on a varied and interesting range of projects across the organisation. The role has a particular responsibility for social media and newsletters, as well as supporting the broader marketing programme, which might include small in-house design jobs and basic photography and filming. The role also supports in a general administrative capacity when required.

This is the perfect entry-level opportunity for someone who is interested in marketing, social media and literature, and who is keen to gain experience working in arts administration. The ideal candidate will be a creative and organised self-starter with a willingness to learn new skills.

About New Writing North

Vision

Writing is a powerful tool for social change and has a role to play in rebuilding communities and encouraging civic dialogue. Our work has a positive influence on social justice, the climate crisis and civic dialogue, and raises the voices of young people and those whose experiences and ideas are not yet heard in the mainstream.

We recognise that to do our work we may need to take risks, to be pre-disposed to action, to learn by doing, and, if necessary, disrupt the systems that have perpetuated inequality.

We aim to make the North a centre of excellence for literature by creating a physical centre for writing in Newcastle upon Tyne which will rebalance the national picture of who gets to write and publish and help to rejuvenate our city.

Mission

Our mission is to bring people together through writing, reading and engaging in ideas, deepening mutual understanding and encouraging creative habits. We find and support talented people from all backgrounds to access creative opportunities and to enable them to flourish.

Values

We are relationship builders. Whether working one-to-one with a writer or in partnership with a large institution, relationships are our greatest asset. We pride ourselves on being good partners. We understand that building good relationships takes time and effort. We take a human-centred approach and work with everyone in a way that meets their individual needs.

We are a learning organisation. We like learning new things, both as individuals and as a team. We'll learn from our experiences, listen, respond and adapt. We will be candid with each other and our partners and be courageous in holding each other to account to improve what we do. We are audacious and tenacious, and we will reach high, take creative risks and not be scared to work in new ways to reach our goals.

Our creativity and leadership go hand-in-hand. We are creatively restless and energised by new ideas and are not afraid to strike ahead of the pack. We see ourselves as creatives and leaders, and we encourage all those that work with us to feel the same. We work transparently and fairly, building trust and delivering on our promises.

How to apply

Apply online via our website. To apply for the post you will be asked to upload a CV and supporting statement. Your statement should outline why you're a suitable candidate for the post and how your skills and experience align with those detailed in the person specification.

We have an optional opportunity to meet some of the team during the recruitment process (and before the deadline date). At this informal Zoom event you will be able to meet a couple of members

the team, find out more about New Writing North's work, and ask any questions you might have about the role.

Key dates

Meet the team event (optional): 12.30 – 1.30pm, Wednesday 24 November 2021

Deadline for applications: 9am, Wednesday 1 December 2021

Candidates notified of interview: Friday 3 December 2021

Interviews: Thursday 9 and Friday 10 December 2021 in person or via video conference, to be confirmed.

Please note that applications received after 9am on Wednesday 1 December 2021 cannot be considered.

If you would like to attend the Meet the Team session on 24 November or have any questions about the job, please contact Laura Fraine, Senior Marketing and Communications Manager, by email in the first instance at laurafraine@newwritingnorth.com.

Best wishes

Claire Malcolm
Chief Executive, NEW WRITING NORTH

Job Description

Digital Marketing Intern

Salary: £17,950 for a full-time fixed term 12-month contract.

Terms and conditions of employment

Hours of work: Our core office hours are 10am – 4pm and we are otherwise flexible in terms of how hours are worked across the week. The post-holder will be required to work occasional evenings and weekends to manage digital events. There is a one-hour, unpaid lunch break.

Location of work: The New Writing North office is in central Newcastle.

Due to the Covid-19 pandemic, the New Writing North team is currently working 60% of the time from the office, 40% from home. If new restrictions are advised by the Government, we may be required to return to home working for a period.

To support the home-working element of this role, the post-holder will need access to Wi-Fi and a quiet space to work, with the ability to join video conference calls and meetings. We will provide necessary equipment including a company computer or laptop.

Please note that our office is on the second floor of a building that is not currently accessible. If access to the office would be problematic for the post-holder, we will consider requests for the role to be home-based for the duration of the contract.

Annual leave: The annual leave entitlement for this post is 25 days pro-rata plus public holidays.

Pension: New Writing North operates a company pension scheme, which is available to all employees after successful completion of the probationary period. New Writing North makes a contributory equivalent of 3% of gross earnings.

Training: New Writing North offers all staff professional development opportunities and opportunities to undertake training as part of our annual People Development Plan.

Travel: Corporate Metro Season Tickets are available on completion of the probationary period. New Writing North supports Cycle to Work schemes and will enable participation to any member of staff wishing to benefit.

Position in Organisation	
Reports to	Senior Marketing & Communications Manager
Responsible for	No other staff
Budget accountability	None

Overall purpose of the job
<p>The Digital Marketing Intern supports the work of the Senior Marketing & Communications Manager, the Digital & Design Manager and the Digital Production Manager, working on a varied and interesting range of projects across the organisation. The role has a particular responsibility for social media and newsletters, as well as supporting the broader marketing programme, which might include small in-house design jobs and basic photography, filming or editing. The role also supports in a general administrative capacity when required.</p> <p>This is the perfect entry-level opportunity for someone who is interested in marketing, social media and literature, and who is keen to gain experience working in arts administration. The ideal candidate will be a creative and organised self-starter with a willingness to learn new skills.</p> <p>Please note: This position is part-funded by Northumbria University and is only open to graduates of Northumbria University. The University also offers the post holder the opportunity to undertake one module of a postgraduate degree, appropriate to their particular interests and professional development.</p>

Responsibilities and Duties	
Responsibility	% time

1. Marketing support	70
2. Design/ creative support	20
3. Data and administrative support	10

Duties required from each Responsibility

Responsibility #1 – Marketing support

- With the Senior Marketing & Communications Manager, coordinate and write content for the monthly New Writing North newsletter, the quarterly Northern Bookshelf readers' newsletter and other communications
- Write and schedule social media posts and support the coordination of New Writing North's social media channels, including Facebook, Twitter, Instagram, Soundcloud and YouTube
- Research and collate opportunities for writers and readers in the North of England to share on social media and in our newsletters
- Support in creating imaginative social media and marketing campaigns that help us connect with our audiences, engage in local and national events or promotions, and align to New Writing North's aims
- Edit and post content on the New Writing North website
- Provide marketing support for New Writing North projects and events
- Assist with copywriting and proofreading for website and print material
- Provide social media and general support at events as required, including some out-of-hours work at a combination of live and virtual events. New Writing North operates a 'time off in lieu' system for out-of-hours work.

Responsibility #2 – Design/creative support

- Create and design original content for social media, including using photography, audio and film
- Support with in-house design tasks using Adobe Creative Suite

Responsibility #3 – Data and administrative support

- Provide telephone and reception cover in the absence of the Finance and Operations Assistant.
- Compile data for a quarterly report on social media and digital usage, and other data reports as required.
- Provide other administrative support across the organisation as and when required.

Knowledge, experience and skills required to do job

Area	Essential (required)	Desirable (optional)
Qualifications	Undergraduate or postgraduate degree from Northumbria University	
Experience		Some experience in a working environment

<p>Skills, knowledge and abilities</p>	<p>Strong communication skills, including the ability to write confidently for different audiences</p> <p>Strong experience using a range of social media platforms and an understanding about the kind of content that works on each.</p> <p>A strong eye for detail</p> <p>Some experience editing images for social media, eg Canva, Photoshop</p> <p>Basic photography and/or videography skills</p> <p>Excellent interpersonal skills</p> <p>Competency in using Microsoft Office, including Word and Excel for day-to-day tasks</p> <p>Strong organisational skills</p>	<p>Experience in updating websites or blogs</p> <p>Experience in editing or proofreading others' work</p> <p>Experience in Adobe Creative Suite</p> <p>Knowledge of Google and social media analytics for data collection purposes.</p>
<p>Personal attributes</p>	<p>A can-do, creative attitude</p> <p>An interest in literature and writing</p> <p>A desire to work in the creative industries</p>	