



Communications Assistant – Fixed Term Freelance Contract

British Ceramics Biennial (BCB) is seeking an individual to work with us on a short-term freelance basis to support our communications team between February, March and April in preparation for the 2025 British Ceramics Biennial. This role will work closely with BCB colleagues to maintain social media, create content and copy and support with other administration tasks.

Total hours: 168 hours between 19 February and 30 April 2025

Rate: £21.20/hour

Total fee: £3,562

Timings:

Application deadline: 12 noon, Monday 10 February 2025

Interviews: Friday 14 February 2025

Contract Term: 19 February to 30 April 2025, with hours to be evenly spread across this period

Key Responsibilities:

- Create compelling copy and stories, collate information and prepare images to enable the development of engaging, integrated and multi-channel marketing materials and activities.
- Monitor news and social media channels for relevant stories/content and develop BCB's response where relevant.
- Prepare eye-catching social media posts for all BCB platforms. Monitor and analyse the impact of social media coverage. Positively respond to social media messages, taking advice from the Communications & Audiences Manager where necessary.
- Remain aware of key stakeholders and funders for each project and ensure they are featured in BCB communications, with their consent.
- Input records on the customer relationship management system, ensuring that UK GDPR and data protection requirements are met.
- Take photographs and film footage where required to support BCB marketing objectives.
- Maintain positive working relationships with partners, funders and stakeholders.
- Provide general administrative support and record keeping for effective use of BCB computer systems.

General Requirements:

- Contribute positively and work in accordance with BCB's culture, values, aims and objectives.
- Work diligently to meet the requirements of this role description.
- Always seek to continuously improve so that the highest quality standards are achieved.
- Participate positively in internal/external events, meetings and training as required.
- Ensure relevant policies, procedures and working practices are adhered to at all times.
- Act as a positive ambassador for BCB.
- Positively contribute to BCB's team working environment, taking ownership of issues and supporting colleagues where appropriate.
- Be flexible and willing to undertake any other duties that may be reasonably required.
- Positively contribute to the evaluation of the impact of BCB programmes and other key business plan objectives.

Person Specification

Qualifications	Essential	Desirable	Method of Assessment*
GCSE English and Maths pass (grade C or above)	*		A, C
Relevant A level qualifications (or equivalent)		*	A, C

Experience	Essential	Desirable	Method of Assessment*
Delivering effective results through marketing activity (including educational projects/assignments)	*		A, I
Writing articles and social media content	*		A, I
Effective use of ICT and digital media	*		A, I

Working to and achieving deadlines	*		A, I
Working positively as part of a team	*		A, I
Experience in a communications role		*	A, I
Website administration		*	A, I
Planning and delivering projects and solving problems as they arise	*		A, I

Knowledge & Skills	Essential	Desirable	Method of Assessment*
Ability to analyse, interpret and report on complex information	*		A, I
Able to engage individuals and organisations in a positive and engaging manner	*		I
Able to maintain accurate numerical and other records	*		A, I
Understanding of marketing processes and initiatives	*		A, I
Able to understand ceramic processes and communicate them effectively	*		A, I
Understanding of workplace health and safety requirements		*	I
Competent user of Microsoft Office and social media platforms	*		A, I
Competent using basic design software, content management systems and social media management platforms		*	A, I

Understanding of performance reporting (analytics) processes and evaluation uses	*		A, I
Basic understanding of UK GDPR, Data Protection and Equality Act regulations	*		A, I

Personal Attributes	Essential	Desirable	Method of Assessment*
Good verbal and written communication skills	*		I
Able to work calmly and professionally under pressure	*		I
Team player – work efficiently and effectively with colleagues and associates	*		I
Appreciation of the need for equality of opportunity for all	*		I
Excellent attention to detail and accuracy	*		I
Ability to use initiative, work independently and take ownership of own work actions	*		I
Enthusiasm for the work of BCB	*		I
Passion for marketing and communications	*		I
Creative flair balanced with analytical outlook	*		I
Proactive approach, a self-starter	*		I
Operates with integrity and honesty at all times	*		I
Identifies with BCB's core values	*		I

* A – Application / C – Certificate / I – Interview / AT - Assessment Test