

# Milton Keynes Arts Centre

## Marketing Events Trainee: Job Description

**Milton Keynes Arts Centre** is a friendly, welcoming Arts Centre set within the beautiful Great Linford Manor Park. We work with artists and communities in Milton Keynes on lots of different projects. We aim to make sure that everyone feels comfortable and welcome in our spaces and we work hard to make sure lots of different communities have the chance to work with us- especially those who may feel on the outside of our communities.

Our site is made up of a few buildings containing small rooms and studios where artists work. There are lots of different ways that the artists make art, such as painting, ceramics and silversmithing. Visitors to the Arts Centre have the opportunity to talk to the artists and try out different ways to make art.

To give you an idea of who we are and who we work with, here are some of our previous projects:

Do Good Because of Tomorrow with Yinka Ilori

<https://miltonkeynesartscentre.org/Do-Good-Because-of-Tomorrow-Yinka-Ilori>

Set Menu with Ibiye Camp

<https://miltonkeynesartscentre.org/Set-Menu-Ibiye-Camp>

Mark Making with Izzy Parker

<https://miltonkeynesartscentre.org/Mark-Making-Izzy-Parker>

Headland with RARA

<https://miltonkeynesartscentre.org/Headland-RARA>

Ephemeral Lines with the Zadissa Sisters

<https://miltonkeynesartscentre.org/Ephemeral-Lines-with-the-Zadissa-Sisters>

Open Garden with Katie Ellen Fields

<https://miltonkeynesartscentre.org/Open-Garden-Katie-Ellen-Fields>

Job Title:

Milton Keynes Arts Centre

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Milton Keynes Arts Centre is a Registered Charity no.1007409

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### Marketing Events Trainee

Milton Keynes Arts Centre (MKAC) is looking for a Marketing Events Trainee. Marketing is the way we communicate with our audience; this can be through social media, our website, print material like leaflets and booklets or even videos and podcasts. It is really important that through our marketing our audience can get to know about all of our exciting projects and courses and also feel welcome to come and visit. Marketing is a really important part of the business and it offers lots of opportunities to have fun and be creative.

Do you have a social media account? Do you enjoy taking photos or posting on Tik Tok? If yes, then you could be our perfect candidate!

The Marketing Trainee at Milton Keynes Arts Centre will have the support and guidance of the Head of Communications & Partnerships and the Communication and Audience development coordinator, who oversee how the Arts Centre talks to our audiences. Both of these members of staff will be on hand to support you to develop your skills in communications and planning, and help you learn about marketing in a real working environment.

We have some exciting things coming up we would like the Marketing Trainee to help out with. Things like Heritage Open Days (17-19 September 2021) and looking for and contacting new audiences (groups of people) who might be interested in becoming regular visitors to the Arts Centre. You will also help to organise events from start to finish. This includes letting people know when it is on, creating a budget, finding different ways to make a record of the event (such as taking photographs and videos), and conducting surveys with the people who attend to understand what sort of experience they had.

Some of the things the successful applicant will learn how to do in the role:

- Work as part of a team
- Learn about budgeting
- Learn how to plan a marketing timeline
- Help to find/create images for marketing
- Help to create surveys
- Monitor how many people have interacted with posts on social media
- Help to manage events, email and telephone enquiries
- Provide a great customer experience