

**Job Description****Marketing Assistant****Creative Arts Administration Development Scheme Internship**

**Department/School:** Performance Venues, Estates and Facilities Management

**Contract type:** Fixed term, Casual, Paid Internship

**Advertising length (weeks):** 3 weeks

**Overview**

The Marketing Assistant provides direct support for the Marketing and Audience Development Officer in a range of marketing activities. This role broadly covers all areas of our marketing and audience development activity that is not social media based, but there will be an opportunity to develop some of these skills.

**Main duties and responsibilities**

- Provide direct support for Marketing and Audience Development Officer
- Box office and ticket website management
- Update and maintain Performance Venues website
- Develop e-marketing campaigns
- Opportunities for social media support
- Opportunities for design work
- Audience development activity with a focus on student and internal audiences, particularly student communications.
- Providing support for externally facing audience development projects led by the Marketing and Audience Development Officer
- Monitoring social media responses with a customer service focus
- Customer database management
- Campaign project - to develop an audience engagement plan for selected run of shows
- Gathering information for internal communications and writing internal press releases with guidance
- Preparing an end of year Audience Report in collaboration with the Digital Media Assistant
- Monitoring and stocking print supplies
- Update internal and external listing sites and newsletters
- Support Performance Venues in making improvements towards sustainability goals
- Support live concerts and stewarding where required
- Any other duties delegated by more senior team members in support of the continuing operation of Performance Venues.
- Carry out other duties, commensurate with the grade and remit of the post

## Person Specification

Our diverse community of staff and students recognises the unique abilities, backgrounds, and beliefs of all. We foster a culture where everyone feels they belong and is respected. Even if your past experience doesn't match perfectly with this role's criteria, your contribution is valuable, and we encourage you to apply. Please ensure that you reference the application criteria in the application statement when you apply.

### Essential criteria

- Good knowledge and passion for the arts (in particular live music, theatre & comedy)
- Experience either personally or professionally with social media platforms (Twitter, Facebook, Instagram)
- Ability to manage workload balance between jobs and university study
- Professional attitude, punctuality and commitment to your work
- Excellent written communication skills, ability to write succinctly and accurately
- Confidence in networking and meeting potential customers and collaborators
- Good attention to detail
- Computer literate, ability to use standard Office, Google and social media systems
- Excellent organisational skills with a flexible and can-do attitude and approach to work
- Ability to work effectively both independently and as part of a team
- Ability to follow health and safety processes, and willingness to work safely in a public facing environment.

### Desirable criteria

- Experience with photo-editing and design software eg Canva, Adobe suite (desirable but not essential)

[All above criteria assessed in interview and application]

## Further Information

**Grade:** 3.3

**Salary:** £12.83 an hour plus holiday pay

**Work arrangement:** Term-time, Part time, Casual - around 10 hours a week.

**Duration:** 29/09/25 - 15/05/25

**Line manager:** Music Programme Producer

**Direct reports:** Music Programme Producer, Marketing & Audience Development Officer

**Our website:** <https://performancevenues.group.shef.ac.uk/>

For informal enquiries about this job contact

Nick Potter, Music Programme Producer: on [n.potter@sheffield.ac.uk](mailto:n.potter@sheffield.ac.uk) or on **07864603487**

### Next steps in the recruitment process

It is anticipated that the selection process will take place on 22 May 2025. This will consist of an interview. We plan to let candidates know if they have progressed to the selection stage by Friday 16 May 2025. If you need any support, equipment or adjustments to enable you to participate in any element of the recruitment process you can contact Nick Potter on the details above.

### Our vision and strategic plan

We are the University of Sheffield. This is our vision: [sheffield.ac.uk/vision](https://sheffield.ac.uk/vision) (opens in new window).

We are a Disability Confident Employer. If you have a disability and meet the essential criteria for this job you will be invited to take part in the next stage of the selection process.

### Job Advert

<b>Job Reference Number:</b>	<b>CAADS2025MA</b>
<b>Working Pattern:</b> (applicable if fractional, specify days if a business requirement)	Approximately 10 hours a week during term time, for 12 weeks a term. Hours are flexible.
<b>Closing Date:</b>	<b>13 May 2025 - 11.59pm</b>  Should no appropriate candidates be found, we will recruit for this position in October 2025

Are you a student or recent graduate who is keen to get essential experience in the creative industries? We are looking for a new post-holder on our yearly paid internship scheme, in the role of Marketing Assistant. In this position you will support the Marketing and Audience Development Officer in a range of tasks.

You will be an organised person who is interested in social media, audience development, and communicating with a range of partners. You will be interested in engaging with new communities, and promoting the arts to a wide range of audiences. We are looking for someone who is flexible and keen to learn new skills, but can also work independently.

The Creative Arts Administration Development Scheme (CAADS) fosters paid opportunities for student development of performing arts management and arts administration skills in a demanding, outward facing professional context.

These roles are open to current students, or graduates in the last year. You must have been a student of either the Faculty of Arts and Humanities or Social Sciences at the University of Sheffield.

Interns work as part of a highly skilled team, developing skills in a number of core performing arts management functional areas (marketing, operations, and artistic direction) across a range of projects and outputs. The scheme is a great way to build valuable CV points, and a number of former participants have entered employment in arts organisations throughout the UK.

What previous participants have said about CAADS

*“As Concerts Intern I learnt a great deal about what goes into the running of a successful concerts series. It was an invaluable experience that I enjoyed enormously and it ignited a passion within me to make music management my career.”*

*“During my time as an Intern I have been able to gain an insight into the organisation behind a successful concert series and work with and alongside music professionals. I have been given the opportunity to develop skills in tasks I previously had little experience with and this has increased my confidence a great deal. The internship has been a great platform on which I hope to build professional experience in the future.”*

### **About Performance Venues**

Performance Venues is the home of three events spaces at The University of Sheffield. Here, we curate a wide programme of live music and performance events to entertain as well as educate. Our events are presented in three iconic venues on the University campus - the Octagon, Firth Hall and the Drama Studio. Over the last year alone we have welcomed over 45,000 people through our doors.

The University of Sheffield is a remarkable place to work. Our people are at the heart of everything we do. Their diverse backgrounds, abilities and beliefs make Sheffield a world-class university.

We are committed to exploring flexible working opportunities which benefit the individual and University.

We build teams of people from different heritages and lifestyles from across the world, whose talent and contributions complement each other to greatest effect. We believe diversity in all its forms delivers greater impact through research, teaching and student experience.