

07 January 2022

**Welcome to the Lantern Arts Centre, a Christian-based arts charity in South West London.**

We're delighted that you are interested in joining our staff team.

Based in Raynes Park, working closely with the Lantern Methodist Church and as part of the Lantern Centre, we are proud to have served as a creative hub for the community for over 25 years. We produce three large scale community productions each year, run thriving children's and youth theatre clubs, dance and acting classes, a community choir, film clubs, activities for toddlers and more. You can find out more about what we do at [www.lanternarts.org](http://www.lanternarts.org)

As we emerge from the Covid-19 pandemic, we are focused on three key objectives. Firstly, to return to providing a high-quality programme which encourages local artistic expression and skill development in the arts. Secondly, we want to focus on accessible events and activities which are open to all, which reduce social isolation and which improve wellbeing. Lastly, we'll be laying the foundations for future investment in the charity and our building, in order to safeguard the charity for years to come. With exciting plans for our performance spaces already in development, it's a great time to be joining us.

This new role, which could be yours, is central to us achieving all of this. Our core staff team currently consists of our Artistic Director, Operations Manager, Children's & Youth Theatre Coordinator and Chief Technician who between them oversee an army of activity leaders and volunteers. You will be mainly responsible for all aspects of marketing our programme and activities to develop our audience, build our community and enhance our income. You will also be our Box Office Manager, managing all ticket sales and designing the customer journey from first contact through to the final bows. As you'd expect for a charity of our size, we're a muck-in kind of place so as part of your main duties you'll also be expected to help around the centre to keep us running smoothly. It's a varied and exciting role, ideal for someone who is able to work in a fast-paced environment, who enjoys being part of a team but who is able to perform well under their own initiative.

If you have any questions about the role, or would like to discuss it informally please contact one of our Trustees, Dave King on 0783494466 or by email to [dave.king@lanternarts.org](mailto:dave.king@lanternarts.org)

We look forward to receiving your application.

Yours sincerely,



Martin Welsh  
Chair of Trustees

# JOB DESCRIPTION



<b>Job Title:</b>	Marketing & Arts Centre Assistant
<b>Reports To:</b>	Artistic Director & Operations Manager
<b>Location:</b>	Raynes Park, Merton
<b>Contract:</b>	Permanent, Part Time
<b>Hours per Week:</b>	17.5 (exact hours of work to be agreed)
<b>Salary:</b>	£24,000 pro rata (£12,000 per annum)

## Job Purpose

Lantern Arts Centre (LAC) exists to promote all forms of artistic expression in southwest London. Firmly rooted in our Christian heritage we celebrate community and creativity through a broad and accessible programme of performances, workshops, dance and music classes, film screenings and a large children's and youth programme. This new role is responsible for our marketing and external communications, for running our box office and for providing practical administrative support to ensure that the Centre runs smoothly.

The Lantern Arts Centre employs 4 part time staff who, between them, oversee all aspects of the day to day running of the centre. As the public face of the Charity, this role is at the heart of everything we do.

## Principal Responsibilities:

- Work with the Artistic Director and Operations Manager to deliver content which ensures that the LAC communicates in a consistent, accurate, professional and prompt manner with all key audiences
- Design and deliver marketing campaigns to ensure that sales targets are met
- Act as the Box Office Manager for all LAC performances, events and workshops
- Provide administrative support to the Artistic Director & Operations Manager

## Specific Responsibilities (Marketing & Communications)

- Design and deliver an annual marketing plan and digital strategy
- Market the LAC Angels programme (our network of regular donors) to support income targets
- Maintain and enhance the LAC website using Wix, updating regularly with images, news, video and new copy as appropriate
- Create and publish content to social media channels on a regular basis
- Execute and manage social media campaigns to build followers, enhance visibility and drive customer engagement
- Conduct ongoing analysis to assess the performance of digital content and provide performance reporting
- Build relationships with content contributors to provide regular and diverse content
- Design, manage and issue regular e-comms to key LAC audience
- Manage the LAC customer database, ensuring it is kept up to date and complies with the GDPR
- Work with the Artistic Director to write and issue press releases
- Identify suitable print/digital advertising opportunities and negotiate space accordingly

- Manage the production of digital and printed brochures
- Undertake basic design work for printed and online adverts
- Project managing programme production and other key areas of design, liaising with external designers as required
- Recruit and manage a small team of skilled volunteer designers

### **Specific Responsibilities (Box Office Manager)**

- Work closely with the Artistic Director and Operations Manager to design sales plans for all LAC activities
- Manage online ticket sales using the LAC website and our provider, TicketSource
- Provide excellent customer service when handling telephone ticket sales, refunds, accessibility requests and general enquires, ensuring that these are dealt with in a timely manner
- Monitor ticket sales and conduct ongoing analysis to inform future sales planning, preparing reports as required
- Recruit and manage a team of volunteers to run the box office at LAC events

### **Specific Responsibilities (Administration and Centre Support)**

- Provide ad-hoc PA support (e.g., designing forms, photocopying scripts, printing notices and letters, etc.)
- Manage relationships with ongoing, regular external lettings, providing ad-hoc support as required
- Ensure that the centre is maintained in excellent condition for external lettings and internal users, liaising with the Operations Manager to ensure that any remedial works are carried out in a timely manner.
- Update signage and posters around the building to ensure relevant and up to date visual content
- Draft and issue internal communications to the LAC team and wider company.
- Provide ad-hoc administrative and logistical support for large events (e.g., meetings, open days, etc...)

### **General Responsibilities**

- Participate in regular staff meetings
- Build and maintain excellent relationships with internal and external stakeholders (group leaders, company members, Lantern Methodist Church, funders, patrons, etc...)
- Represent the LAC at internal and external events, upholding it in good standing at all times
- At all times to work within the inclusive Christian ethos of the LAC and Lantern Methodist Church
- To work within all relevant policies and procedures including safeguarding, data protection, health and safety and equality and diversity
- Other duties as required that fall within the remit of Lantern Arts Centres charitable aims

Regular hours of work will be between 9am and 5pm Monday – Friday, with the exact schedule of work agreed between the postholder, Artistic Director and Operations Manager. Regular evening and weekend work will be required, in keeping with our core business. The LAC operates a Time Off in Lieu (TOIL) policy for additional and out-of-hours work.

**Lantern Arts Centre believes that every child, young person and adult is entitled to live freely of abuse, harassment and bullying and, as such, is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.**

## Person Specification

### Skills, Knowledge & Experience Required

Experience of marketing within a sales environment.	Essential
Knowledge of Wix, TicketSource and social media platforms (Facebook, Instagram, Twitter, YouTube, etc...)	Essential
Experience of creating digital content, including copywriting	Essential
Experience of working within a busy office environment	Essential
Experience of managing relationships with external stakeholders	Essential
Experience of recruiting and supervising volunteers	Essential
Able to think analytically in order to process data, identify trends and make recommendations as a result	
Able to work as a member of a team while also exercising sound professional judgement and initiative when working independently	Essential
A commitment to inclusive practice, including working with the Christian ethos of the LAC	Essential
Excellent interpersonal skills in order to work effectively with customers, volunteers, contributors and external stakeholders.	Essential
Excellent written and computer skills, with an ability to produce written reports	Essential
Demonstrates a willingness to learn and open to feedback in order to improve their own work.	Essential
A flexible and 'hands-on' approach to their working practice, with a 'can-do' attitude.	Essential
Able to respond positively to change	Essential
Experience of working within the arts sector	Desirable
Experience of box office management	Desirable
Able to produce high-quality artwork for digital and print media	Desirable

## How to Apply

To apply, please submit your CV and a cover letter, outlining how you meet the person specification by email to [dave.king@lanternarts.org](mailto:dave.king@lanternarts.org) by **5pm on Friday 05 February**.

Applications will be considered on a rolling basis. We therefore advise candidates to apply at the earliest convenience.

## Eligibility & References

- Proof of eligibility to work in the UK is required.
- Post holders will be required to complete an enhanced DBS application prior to commencement of employment.
- Two references will be required; at least one reference should be from your current or most recent employer.

## Accessibility

The Lantern Arts Centre is an equal opportunities employer and is determined to ensure that no applicant or employee receive less favourable treatment on the grounds of sex, age, race, disability, sexual orientation, gender reassignment, pregnancy and maternity, religion or belief or marital status.

Please inform us if you have any special requirements which we might need to consider in relation to the selection process, e.g., attending an interview. Please be reassured that any requests will not be taken into account during the interview and decision-making process.

For more information, or for an informal discussion about your suitability for the role please contact Dave King, one of our Trustees, on 07834944996 or by email to [dave.king@lanternarts.org](mailto:dave.king@lanternarts.org)