

Andro and Eve Ltd  
364 - 366 Cemetery Road  
Sheffield  
S11 8FT



## Job Title

## Freelance Marketing and Communications Assistant

May 2022

Andro and Eve is looking to work with a Marketing Assistant on a freelance basis who is familiar with South Yorkshire and the North of England with an enthusiasm for and skills in marketing.

Thank you for your interest. You'll find everything you need to know about the role and how to apply below. Should you have any questions or would like to have an informal conversation about the role before applying, there are further details in this pack about this.

## About Andro and Eve

Andro and Eve is a small arts organisation that creates unique, feel good events to celebrate queer culture. We programme film, performance, and music that explores queer stories, often focusing on voices that are otherwise marginalised, to reflect and celebrate the diversity that exists within the LGBTQIA+ community. We provide accessible opportunities for the community to come together, develop their understanding, and share in memorable experiences.

Based in Sheffield, we are the creators of *The Kingdom Come*; the largest drag king cabaret outside of London, queer party series *A Reyt Queer Do*; platforming new queer performance talent, and produce immersive film screenings. Our talent development strand has seen us

deliver drag king workshops, and we have continued to work with communities across South Yorkshire and the UK throughout the pandemic through online workshops and print outputs.

During 2020 we developed a Gender Awareness Training package. We have been delivering this since Spring 2021 to organisations throughout the UK in order to fulfill our mission to see better representation and inclusive practices for the LGBTQ+ community across a range of services and sectors. We have also designed and delivered a Gender Exploration workshop for those wanting to explore their own gender through creative practices.

## **About our Programme**

We have secured funding from Arts Council England and match funding from The Civic Barnsley, and the University of Sheffield. This is supporting a programme of arts and culture activity happening in Sheffield and South Yorkshire between May - October 2022.

This encompasses online drag king workshops, queer dance and movement workshops, two cabaret events, and a large scale mixed performance event featuring LGBTQ+ artists from across the North of England. Further details about our current programme can be found on our website [and in this blog](#).

## **About our Team**

We are a small team supported by a Board of Directors who have a wide range of business, finance and HR experience. The current team includes an Artistic Director / CEO, Finn Warman, and an Assistant Producer, Martha Adebambo. We also work with a core team of volunteers who support our events and marketing activity.

We ensure our team has adequate support and training to do their jobs effectively and we provide regular check-ins for all.

## **Our Values**

### **Unique & Playful**

We create high quality events and products with a sense of play, and believe creativity needs space, time and resources in order to flourish.

### **Representative and Accessible**

We programme artistic content that is representative of a broad range of identities and experiences, and aim to create spaces that are accessible to all.

### **Empowering and Proud**

We are proud of our lived experiences and aim to create opportunities that empower others to embrace their full selves and develop their own creativity, skills and talents.

We are committed to working in ways that fight structural inequalities and systemic oppression, and support anti racist practices. We are currently further developing as an inclusive organisation where access and care is embedded and people's needs are met.

[www.androandeve.com](http://www.androandeve.com)

## **About the Role: -**

The freelance Marketing and Communications Assistant will support with all marketing, outreach and communications activities across the programme outlined above, and those related to the general activities of the organisation.

This freelance role is designed to both increase the capacity of Andro and Eve to market our work and to give someone with marketing experience the opportunity to develop specialist skills and knowledge.

We are happy to discuss with candidates how and where we can best help you gain the experience needed for next the steps in your chosen career.

## **Responsibilities**

### **Marketing and audience development**

- Working with the Artistic Director to develop and implement the organisation's marketing and communications strategy.
- Delivery of marketing activity including social media content, blogs, newsletters and press releases.
- Monitoring of social media accounts, ensuring they stay on brand and relevant, and responding to enquiries from the public.
- Monitoring the organisation's email account, responding to enquiries from the public.
- Updating the Andro and Eve website with relevant information to enhance its reach.
- Submitting event and programme activity to relevant listings sites.
- Outreaching to communities through online communications and promotional activity.
- Responsible for maintaining audience databases.
- Representing the organisation at events, talking with members of the public about the organisation's work and encouraging newsletter sign ups.

### **Evaluation / Monitoring**

- Support the gathering and collating of data for monitoring and evaluation.
- Providing analysis of social media and web engagement to support marketing and evaluation reports.

### **Operational / General Support**

- Ensure that all policies and procedures, such as health and safety, equal opportunities and safe-guarding are adhered to.

Please note - as this is a freelance opportunity, we do require you to have use of your own laptop or computer in order to be able to carry out this work.

## **Person Specification**

These are the skills, experiences and qualities we think are either required or desirable for this role.

### **Essential Experience**

- Minimum 1 year experience working in a marketing and / or communications role.
- Experience of working in any sector in a public facing role, demonstrating an ability to communicate with and support members of the public.
- Experience of developing and delivering web, social media content and e- newsletters.

- Experience of audience / customer data collection, monitoring and using Google Analytics.

### **Essential Skills and Knowledge**

- Strong communication, teamwork and interpersonal skills with the ability to speak effectively with a range of people.
- Excellent written communication skills with good attention to detail.
- Strong organisational skills, with ability to plan, manage time and meet deadlines.
- Understanding of SEO and how to build webpages in line with accessibility best practice.
- Understanding of how to use social media platforms effectively and how to monitor activity to increase engagement and reach.
- Good IT skills with working knowledge of Microsoft Word and Excel
- Understanding of, and commitment to Equality and Inclusion.
- Able to support others to create inclusive, supportive and accessible spaces.

### **Essential Qualities**

- An interest and enthusiasm for the work and values of Andro and Eve.
- Understanding of, or interest in learning about participatory arts practices.
- A positive attitude to problem solving and ability to work to own initiative.
- Flexible and responsive.
- Willingness to learn new skills and apply them with confidence.
- Willingness to work evenings and weekends.

### **Not Essential but Desirable**

- Experience of working on participatory arts projects in any role.
- Experience using Mailchimp
- Experience using Google Suite / Google Forms.
- Safeguarding understanding and experience.
- Familiarity with South Yorkshire communities and / or Northern LGBTQ+ communities.

## **Contract Details**

Responsible to -  
Artistic Director

### Contract Type

Freelance. To work ideally between 11 Jul - 31 October 2022. Start date can be negotiated.

### Fee: -

£130 per day for 12 days freelance contract. Total Fee: £1560.

Please note, subject to funding there may be scope to offer additional hours of working both in the period of this contract and beyond.

### Benefits

Accessibility Awareness Training will be given as part of this role.

### Location

Sheffield, with a mix of office based work in the city centre and remote working in place. We welcome requests for flexible / home working, we want you to feel supported and comfortable throughout this role.

### Hours

Flexible. A working day is 7.5 hours. This role will require some evening work and possible weekend working. We will aim to give at least 5 weeks notice for any weekend work.

Roughly working 0.5 days per week. We are keen to work with you to make the role fit around your other commitments.

Please note you should be available to work on the following dates -

**Sat 30 July:** 4 - 10pm

**Thu 6 October** - 5 - 10.30pm

### References

Any offer is subject to receipt of satisfactory references.

You will be registered as self employed and responsible for your own National Insurance and tax

**Application Deadline:** 9am Tuesday 28 June

**Interview dates:** w/c 4 July

**Start Date:** 15 July (though this is flexible)

As well as supporting a wide range of artists, our team have lived experiences that enable them to support inclusive practices. We particularly encourage applications from those currently under-represented within the UK arts sector, including those of Black, Asian or global majority ethnicities, those who have faced socio - economic barriers, those who identify as LGBTQI+ and those who are disabled or neurodiverse.

## **To Apply**

### **Access and Inclusion**

If you require this Recruitment Pack in a different format please don't hesitate to let us know. Contact [hello@androandeve.com](mailto:hello@androandeve.com)

If you have any other questions or would like to discuss the role further, please contact Finn Warman Artistic Director / CEO at [finn@androandeve.com](mailto:finn@androandeve.com)

Applications to be sent to [hello@androandeve.com](mailto:hello@androandeve.com) with the subject marked - 'Application - Marketing Assistant - YOUR NAME

### **Deadline for Applications - 9am Tuesday 28 June**

**Please send us a covering letter** (no longer than 2 sides of A4) or alternatively a video / audio file of no more than 6 minutes in length, detailing your relevant experience and reasons for applying for this role, keeping the Person Specification in mind.

**Please also send us an up to date CV** (no longer than 2 sides of A4). It is not necessary to list your education details if you don't want to. You do not need any formal qualifications or a degree for this role.

We do not expect you to submit references at this stage of application, but please have two people in mind who know you in a professional capacity that, if successful, we will contact as referees.

Please ensure that your CV and covering letter are attached to your email as separate documents and that each have your name in the title.

Please also complete the online [Equal Opportunities Monitoring Form](#).

### **Checklist when applying**

- Covering Letter (or video / audio file)
- CV
- Online Equal Opportunities Form (link above)

We encourage applications from those with less visibility in the arts and are committed to a policy of equal opportunities which requires that all staff, freelance contractors, volunteers and artists are treated fairly irrespective of their age, race, ethnicity or national origin, gender, sexual orientation or any disability. This is why we ask you to complete the Equal Opportunities Monitoring Form so we can check our impact in this area.