

About the Cheltenham Trust

The Cheltenham Trust's mission is to shape a thriving town through arts, culture, heritage, leisure and wellbeing – enriching lives, reducing inequality and increasing a sense of belonging for our communities across Cheltenham and beyond. Our venues are not just buildings. They sit at the heart of Cheltenham's identity; places where people come together to share experiences, connect, learn, celebrate and reset. Through meaningful, collaborative partnerships and inspiring, engaging programmes, the Cheltenham Trust will strive to offer accessible opportunities for everyone to be able to take part and feel welcome.

Role Overview

We are looking for an organised and enthusiastic Marketing and Ticket Office Assistant to join the marketing team at the Cheltenham Trust.

This new role has been created to support the marketing team with delivering an ambitious marketing, communications and audience development strategy to meet the financial, audience and charitable objectives of the organisation.

This role will work across all the Trust's venues and programming streams, from leisure, heritage, culture and commercial. Supporting the Ticket Office Coordinator with the day to day running of the ticket office, the Marketing and Ticket Office Assistant will ensure we are always delivering brilliant customer service.

We are looking for someone who is passionate about the Trust's role in making Cheltenham a brilliant place to work and live, is self-motivated, able to manage a busy workload and has great attention to detail.

Key responsibilities

- Assisting the marketing team with campaigns across Cheltenham Town Hall, Pittville Pump Room, Leisure at Cheltenham, The Wilson and the Prince of Wales
- Creating and sending marketing emails utilising our email platforms including DotDigital and TRP.
- Reviewing and updating the Cheltenham Trust's websites to ensure all the information is up to date
- Updating and maintaining front of house print displays and digital screens
- Creating content using Canva for the website and social media, including resizing images, simple video editing and artwork layouts
- Assisting the Marketing Manager with communicating with promoters to coordinate marketing activity for visiting companies at the Town Hall

- Assisting with managing the Cheltenham Trust's social media platforms, including creating content, writing copy and responding to comments and messages
- Assisting the Ticket Office Coordinator with the day-to-day running of the Ticket Office including answering customer calls, face-to-face bookings, setting up and pulling sales reports and setting up events using our CRM system Spektrix.
- Represent the Cheltenham Trust in a helpful and friendly manner; ensuring the highest standard of customer care
- Updating menus and venue signage as required
- Represent The Cheltenham Trust at industry events, networking opportunities, and community engagements.

Person Specification

Essential:

- Experience in a marketing or customer service role, ideally within the arts, heritage or leisure sectors
- A genuine enthusiasm for and interest in marketing and working for a leisure and culture trust.
- Effective and engaging communicator, with excellent written and verbal communication skills including copywriting and proofing with absolute attention to detail
- An eye for design, with the ability to create eye-catching visuals
- Strong organisational skills and ability to prioritise and work to deadlines
- Sound numeracy skills
- Experience of using Canva, InDesign, photoshop or other similar editing software
- Customer focused and responsive, delivering excellent customer service
- Prioritises and meets tight deadlines
- A confident and professional manner with a positive can-do attitude.
- Self-motivated and able to work independently.
- Excellent computer skills including a proven ability to work with Microsoft Office packages.
- Willingness to work some evenings and weekends when required

- Confident using all social media channels including Facebook, Instagram, TikTok and LinkedIn

Desirable

- Driver and car owner.
- Understanding of copyright and GDPR
- Knowledge of email marketing platforms, Ticket Office software and updating websites.

To apply for this role, please send a CV and covering letter of no more than 2 pages to communications@cheltenhamtrust.org.uk by 21 June.

We would recommend that candidates do not rely on AI to write their covering letter. Frequently these applications do not show off the candidates' individual skills, experience and passion for the role, which are all key selection criteria.