



Core Project information

Title	Marketing and Community Engagement Intern	Remuneration	Unpaid, travel expenses covered
Appointment period	1 day per week over 12 weeks from w/c 11 th June		
Reports to (job title)	Programmes Manager	Location	Base location: Rosetta Art Centre 1 Hamilton Road, Stratford, E15 3AE

Project purpose *(Why does the project exist? What is it there to achieve or deliver?)*

Rosetta is a visual art centre based in East London and established in 1993. We seek to transform lives by bringing down barriers and providing access to quality visual art education for children, young people and adults. We are looking to recruit a Marketing Project leader to take the lead in developing and implementing a marketing strategy for our organisation and our exhibition space, The Humble Gallery.

Project Skill Requirements *(work experience, qualifications, specialist training, key skills, disposition)*

	Requirements	Essential/ Desirable
Qualifications	To be a current undergraduate / postgraduate student at Queen Mary or a 2017 graduate	E
Competency based skills	<ol style="list-style-type: none"> Writing skills - the ability to write on-line and off-line content for our service users Communication Skills - the ability to pass on information to others, both verbally and written, and to write engaging material and posts. Social Skills - the ability to communicate, professionally and confidently to our service users and visitors to the centre. An interest in art and art education - a genuine interest in working with a community based art centre and our service users. IT skills - ability to use Microsoft Word packages, some experience of Adobe Photoshop and confident using social media platforms such as Instagram. Proactivity and use of Initiative - the ability to act in advance, plan ahead and carry out duties in a forward thinking manner. Problem solving - the ability to be flexible and respond to any challenges that arise. Attention to detail - ensuring written accuracy when producing documents and materials. Motivation - the ability to achieve key goals. 	<p>E</p> <p>E</p> <p>E</p> <p>E/D E</p> <p>D</p> <p>E D</p> <p>D</p> <p>D</p>



	<p>10. Time management skills - ability to prioritise work in order to meet deadlines.</p> <p>11. Enthusiasm - a genuine interest in and understanding of social media, promotion and writing.</p> <p>12. Presentation skills - be able to present and communicate your marketing strategy to our management team and staff</p>	D
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Responsibilities of the Role

Rosetta Art Centre is a visual art centre based in East London established in 1993. We seek to transform lives by bringing down barriers and providing access to quality visual art education for children, young people and adults. We do this through delivering a variety of services in these three key areas:

- **Making Art Sustainable:** by supporting and nurturing emerging creative talent by promoting enterprise and peer to peer learning through a range of programs and initiatives.
- **Improving well-being:** by offering programmes aimed at helping young people and adults with mental health, learning difficulties and disabilities and older people in the early stages of dementia.
- **Create a sense of space:** by improving spaces and places with a range of creative interventions.

Rosetta is working on a variety of exciting projects, including events at Queen Elizabeth Olympic Park. The Marketing Coordinator will work closely with the Centre Co-ordinator in planning and devising marketing strategies, and will be responsible for promotion of the company to other organisations and at local events.

The main responsibilities will be:

- Assist in planning of marketing strategies offline and online
- Create marketing publicity and literature
- Develop our social media sites
- Conduct Market Research
- Gather customer feedback
- Promote Rosetta Art Centre and the Humble Gallery
- Create questionnaires
- Implement a new database for our contact list
- Assist the Community Engagement Officer in all community based projects

This is an excellent opportunity to gain marketing experience in a small friendly arts organisation with a chance to gain work experience in other areas at Rosetta Art Centre including teaching/facilitating art workshops, curating, or join one of our art classes to learn new creative skills.

Projects with a range of charitable organisations are coordinated for Queen Mary students and graduates by QM Careers.

To apply for this role, please visit: <https://qmul.onlinesurveys.ac.uk/qprojects-summer-2018-application-form-2>

Interviews will take place on the morning of Friday 15th June 2018

