



## **Role Description - Marketing**

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**Position** - Youth Advisory Board Member (Voluntary)

**Hours** - Vary dependant on what projects are going on, it is compulsory to attend 1 meeting a month usually on Thursday 5pm – 7pm. We also ask that you come to Impressions exhibition openings and relevant events.

### **Marketing**

#### **Aim**

To help New Focus develop a brand that reaches young people in Bradford and create effective marketing and help distribute new ideas to the right audience. You will work closely with bloggers and the social networker.

#### **Responsibilities**

- Design adverts for Bradford Student Newspaper social networking sites etc.
- Assist with social media
- Write New Focus adverts and events text
- Create 1 blog post on an exhibition and 1 on an event at Impressions. This can be writing or a slideshow of visuals whichever you feel comfortable with.
- Proactively help source guest bloggers with the rest of the team.
- Attend relevant meetings and training with the project manager
- Represent the gallery at Impressions openings and events

#### **Essential Criteria**

- Age 16 -25
- Passionate about Bradford
- Live, work or study in Bradford
- Have an interest in Marketing
- Good written communications skills
- An interest in design
- Understanding of various social media platforms

#### **This will give you skills in**

- Working effectively in a team
- Understanding a vision

- Developing new branding ideas
- Working to tight deadlines
- Creating new young networks
- Writing about photography exhibitions
- Working with a wide range of people and building professional relationships.

**This will suit someone who is interested in gaining experience in marketing and the gallery sector.**