

## **Press and Marketing Officer (Part Time)**

We are looking for a proactive, experienced Press and Marketing Officer to assist in the promotion of cultural events and corporate activities at the Hellenic Centre.

The Hellenic Centre offers a rich programme of cultural events including lectures, exhibitions and concerts, promoting awareness of Hellenic culture and nurturing UK relations with the Greek-speaking world. We also run Modern Greek language courses throughout the year and hire our spaces for corporate events.

Building on our history and values after three decades of successful activity, we are moving into a new, exciting phase where we explore the significance, impact and connections our culture has with the contemporary world. Your role will build on the existing work we have started with our press and marketing strategy and support the promotion of the Hellenic Centre.

### **Key responsibilities:**

#### **General**

- Maintain digital and print presence of the Hellenic Centre and its programmes

#### **Marketing**

##### Cultural and Educational Events:

- Set up events on website (WordPress), Eventbrite and social media
- Create all marketing material for the promotion of events – both print (posters & flyers) and digital (all social platforms)
- Create and manage marketing campaigns ahead of exhibitions
- Draft and send regular e-newsletters for each event using Mailchimp
- Use social media platforms (Facebook, Twitter, Instagram, and Google) to promote the Hellenic Centre's cultural events

- Basic editing of videos of Hellenic Centre recorded events and upload to YouTube channel
- Create all social media marketing material for Greek language courses for each term

### Corporate

- On occasion, work with Events Sales & Business Development Manager to keep venue hire platforms up to date
- Create all marketing material – both print and digital for promotion of venue hire spaces
- Use social media platforms (Facebook, Twitter, Instagram, LinkedIn and Google) to promote the Hellenic Centre venue spaces and corporate events
- On occasion, set up a time lapse camera and/or take photos of large corporate events to maintain photo and video archive

### **Press**

- Be the first point of contact for media enquiries
- Write and draft press releases for cultural events and other press material
- Maintain up to date list of press contacts in the UK and abroad
- Proactively promote the Hellenic Centre programme by building productive working relationships with journalists and influential print organisations
- Proactively inform press about upcoming cultural events

### **Person specification**

#### **Essential**

- You will have three years' experience at an organisation in a similar role, and have developed excellent press contacts
- You will be able to develop and implement the Hellenic Centre's marketing strategy throughout all our communications
- A good working knowledge of WordPress, Canva, Mailchimp, Eventbrite, Microsoft Word, Excel, and Outlook
- Fluent in English
- Eligible to work in the UK.

#### **Desirable**

Basic knowledge of HTML for web design

### **Personal Attributes**

- Experienced professional in press, marketing and social media
- Organised with attention to detail
- Excellent communicator – verbal and written
- Exceptional communication and interpersonal skills
- Ability to remain calm and focused
- Ability to balance competing priorities
- Ability to work in a team and independently
- Ability to take initiatives
- Ability to liaise with senior management to implement change

### **Details of employment**

Permanent contract

Salary: £28,000-£30,000 pro rata according to experience

3 days a week

Usual working hours: 09:30 – 17:30

Location: The Hellenic Centre, 16-18 Paddington Street, Marylebone, London W1

### **How to Apply**

Please email a CV and covering letter outlining your interest, skills and experience in relation to the job description to **Anna Middleton** at [administration@helleniccentre.org](mailto:administration@helleniccentre.org). Please put **Press and Marketing Officer** in the subject line of your email.

Please ensure you can provide two referees who we can contact if you are selected for interview.

**Closing date for applications:** 12.00 (UK time), Monday 22 April 2024

**Interviews:** Tuesday 30 April 2024