



CREATIVE ASSISTANT - DIGITAL

Transforming lives through music

Established in Birmingham and with a national footprint, **PUNCH is one of the UK's leading Black music development agencies**. We produce **numerous tours plus our own BASS festival each year**, working with both **established and emerging artists**. Through **national and international partnerships** PUNCH reached an **in-venue audience of 50k** over 2017/18. **3k hours of PUNCH-commissioned content were viewed/listened online**, via platforms as diverse as the UK's GRM DAILY and West Africa's TFM. PUNCH has been a delivery partner for the **music industry's leading talent development programmes** - including GALLERY 37 and MUSIC POTENTIAL. Through these, and own **award-winning schemes**, we have **helped over 200 young artists to enter the industry since 2013**.

Job purpose:

1. To **develop** PUNCH's digital identity, building new audiences through new content.
2. To **support** PUNCH's programme and projects through social media and online interaction.
3. To **Coordinate** PUNCH's engagement footprint through digital records compliant with GDPR.

Responsibilities:

DIGITAL AND SOCIAL MEDIA	Weight (1-5)
❖ Coordinate delivery of PUNCH's digital and social media campaigns	1
❖ Routine use of social media to help drive and support PUNCH's programmes and events	1
❖ Research and negotiation of online advertising space	1
❖ Developing national and international online partnerships	3
❖ Deal with correspondence relating to the projects and online	1
❖ Develop contact databases (e.g. potential supporters and media partners)	2
❖ Respond to enquiries about PUNCH productions and events.	2
❖ Assist PUNCH staff with compiling and disseminating project reports.	2
❖ Support and management of volunteers	2

COMMUNICATIONS	Weight (1-5)
❖ Maintaining and carrying out social media communications	1
❖ Regular updates to Team	1
❖ Online Marketing and PR of projects and programme work being carried out	1
❖ Supporting the team in providing content for the website and blogs	3
❖ Liaising with internal and external clients	1
❖ Building and maintaining work partnerships	1
❖ Building audiences and external client relationships	1

GENERAL ADMINISTRATION	Weight (1-5)
❖ Monitor and report on activities, providing relevant management information	1
❖ Produce and manage artists' contracts	4
❖ Respond appropriately to all incoming calls and make outgoing calls	2
❖ Running work errands for the team	1
❖ Respond to letters and emails	2
❖ Handling stationery and postage requirements	3
❖ Maintain and update digital records and databases of engagement, online and in-venue	1
❖ Use of computer packages and systems as required	1

Line management: The Creative Assistant (Digital) will report directly to the **CREATIVE PRODUCER**

Place of employment: 104 The Zellig, Custard Factory, Gibb St, Birmingham B9 4 AT and other locations as agreed by PUNCH management.