**Distribution Support**

**Job Description and Person Specification**

The role of Distribution Support requires the postholder to be an advocate for Lancaster Arts in order to increase the visibility of the organisation by communicating who we are and what we do through the distribution of marketing materials across the Lancaster University campus, the wider Lancaster and Morecambe area and occasionally further afield in Lancashire.

Duration: 1/1/2025 – 30/6/2025

Fee: £600

The work required for this role will be undertaken during weekends as well as weekdays, as necessary and agreed with the Communications and Marketing Manager. Due to the nature of the tasks, time will likely be spread out across the six months and won’t be full days of work but rather a few hours, as required. It will involve three meetings with the Communications and Marketing Manager over the six-month period. The fee has been based on 5 days of work and will be monitored to assess the role’s effectiveness within this time.

**Brief overview of responsibilities**

To distribute marketing material (posters, brochures, and flyers) for the spring programme in 2024/25 across the Lancaster University campus, in Lancaster and Morecambe and occasionally, further afield across Lancashire. A schedule of distribution points and dates will be created at the beginning of the season by the Communications and Marketing Manager.

To measure the effectiveness of the distribution locations and the print materials and report back to the Communications and Marketing Manager.

To have conversations where appropriate with the public and those at distribution locations to give them a better understanding of Lancaster Arts so they are more informed, should people ask about us.

To host market stalls on three occasions for a few hours and accompanied by Lancaster Arts staff, either on the Lancaster University Campus or in Lancaster city centre to promote and share the work of Lancaster Arts with the public.

This is a role which requires knowledge of local businesses/ venues and the ability to build relationships to distribute marketing materials that will maximise ticket sales for public productions.

**Person Specification**

* Experience of working within an arts or cultural organisational environment (Essential)
* Understanding of distribution locally in the Lancaster District. Knowledge of effective locations and relationships (Essential)
* Knowledge of the arts sector in Lancaster and Morecambe (Essential)
* Ability to communicate in person effectively, confidently and professionally with a diversity of people (Essential)
* Ability to travel across Lancaster, Morecambe and occasionally further afield in Lancashire with print materials. Access to a car and a full, clean driving license will be required (Essential)
* To convey an appropriate rationale and interest in applying for this opportunity (Essential)
* Understanding of how to measure the effectiveness of distribution locations (Essential)
* Experience of working in a marketing role (Desirable)
* Strong initiative to work independently (Desirable)