



Capsule Events Ltd  
Unit 317 Zellig  
Gibb Street  
Digbeth  
Birmingham  
B9 4AT

## PROGRAMME ASSISTANT

**ROLE:** Programme Assistant (3 days per week)

**SALARY:** £22,000 (FTE)

**DURATION:** This contract is initially offered as a 12 month role, and may be extended, subject to review and performance.

**FREQUENCY:** from time to time we may need to increase days pw depending on live events, however the regular frequency of this role is 3 days pw.

**ANNUAL LEAVE:** You are entitled to paid annual leave, inclusive of any bank holidays – this will be outlined in the contract.

**LINE MANAGEMENT:** This is provided by the organisation's Executive Producer.

**HOURS:** Capsule core / day-to-day hours are 10am – 6pm, however because of the nature of this work, you will be required to be flexible and on occasion available to work outside these hours. TOIL (time off in lieu) will be offered for additional hours worked subject to prior agreement.

**PLACE OF WORK:** The Capsule office is based at Unit 317, Zellig, Gibb Street, Birmingham B9 4AT. You may also be occasionally required to work remotely / at partner venue organisations.

## About us and our work:

**Capsule is a cultural alchemist:** an innovative curator initiating, producing multi-disciplinary work, this encompasses festivals, cultural events, and artist development through partnerships with a range of organisations.

Capsule crafts extraordinary cultural projects for adventurous audiences to challenge expectations and make connections. Audiences are at the heart of our thinking. We champion extraordinary artists, working across digital culture, sound and performance, ensuring many can enjoy them. Our work is of the highest quality, authentic and inclusive.

Since 1999, Capsule have been a leading cultural producer, initiating and delivering multi-disciplinary projects that engage audiences locally and globally. Supersonic Festival is our core project; having just celebrated 20 years since it's inception, it attracts audiences, performers and industry interest from across the globe. Named by Stuart Maconie, BBC 6 Music as 'the UK's premier experimental music festival' and receiving a 5 \* review in The Guardian for our past 3 editions. Capsule are also responsible for the ground-breaking project Home of Metal. Home of Metal's exhibitions and events join the dots between music, social history, visual art and fan cultures to produce a new perspective on Heavy Metal. Running alongside this is a year round programme of live music events and Supersonic Kids Gigs.

## About the role:

You will support our work across all aspects of marketing, support our live programme in terms of logistics and our wider company in terms of operations. Marketing work will be the single biggest component of this role and is the lead area of responsibility. We are looking for someone with a genuine passion for promotion, and all that this entails; the creation and distribution of content, a natural flair and passion for social media, an understanding of audience development.

This is an in person role, you will join the core team working in our Digbeth office. The successful candidate will attend weekly team meetings typically held on Tuesdays.

We are a small but ambitious organisation. We are looking for an individual eager to harness their knowledge and enthusiasm and develop their skills in both the promotion and production of live events within a highly creative and dynamic organisation, ideally with a keen visual eye.

Since its inception in 1999 Capsule has been female-led, uniquely championing culturally diverse artists. We actively encourage applications from practitioners who identify as at least one of the following under-represented in the music industries; Black, Asian or other underserved Ethnicity, female, LGBTQ+, from a low socio-economic background.

## Application process:

To make an application, please send your CV, a Cover Letter specifying why you are interested in the role and how your experience and skills are relevant for what we are looking for, and a completed Equal Opportunities form to [info@capsule.org.uk](mailto:info@capsule.org.uk) by **5pm on Wednesday 25 October**. Interview date **Tuesday 7 November**. If you haven't heard from us by end of Tuesday 31 October please assume you have not been successful on this occasion.

# **RESPONSIBILITIES OUTLINED**

## **Marketing & Promotion of Supersonic Festival & Year-round programme**

- Managing social media platforms; Instagram, Twitter, Facebook and YouTube.
- Create weekly marketing plans guided by the Artistic Director
- Coordinate, prepare and schedule organic content, which capitalises on topical moments, tactical opportunities and commits to the practical application of diversity and inclusion in marketing work.
- Create high-quality original content using our branding
- Friendly, engaging and accessible copywriting to communicate with audiences
- Research of artists and their relevant press achievements
- Maintenance of Wordpress Website content; blog posts, products, tickets, event pages
- Co-ordinate and manage high quality documentation of our events.
- Produce our regular Mailchimp newsletter

## **Supersonic Festival**

- Support the successful planning and delivery of Supersonic Festival providing assistance to the Artistic Director, Executive Producer and wider team as required.
- Support operations; monitoring, evaluation and reporting procedures.
- Ensure compliance with policies and procedures, including Health & Safety at all times.
- Managing aspects of our extra-curricular programming including workshops, talks, DJs etc.
- General problem solving during the festival.

## **Supersonic Presents / Year-round live events**

- Support the successful delivery of Supersonic Presents year-round, live events.
- Advancing show logistics; including collating tech, hotels & catering requirements
- Support operations; monitoring, evaluation and reporting procedures.
- Manage and ensure the high quality of documentation of live events.
- Ensure compliance with policies and procedures, including Health & Safety at all times.
- Liaising with venues / making and releasing tickets on sale
- Day-of-show logistics and problem solving

## **Administrative / day-to-day responsibilities**

- Support all Capsule's administrative duties, in particular supporting all aspects of monitoring and data capture.
- Contribute to fundraising applications and subsequent reporting.
- Managing online shop and ensure inventory and shop orders are dealt with in a timely manner.
- Manage the company's info@ email account – responding to, archiving and forwarding enquires to other staff members as and when required.
- Be the first port of call with all calls to the office and dealing with enquiries.
- Ensuring the office and work areas are kept clean, tidy and well-stocked.
- Manage and maintain the digital and physical archive.
- Any other task commensurate to the successful delivery of this role.

# PERSON SPECIFICATION

## **It is essential that the candidate has:**

- Experience within the arts, music, cultural or heritage sectors.
- Experience working in a similar or transferrable role, including marketing, content planning and scheduling, demonstrable copywriting, proofing skills (social media, email, and website)
- Proficiency in social media management (Facebook, Instagram, Twitter, YouTube)
- Ability to research and collate information
- Excellent communication skills, both written and oral
- Good organisational skills, able to prioritise and problem solve
- Be resourceful, proactive, have good initiative, ability to remain level-headed under pressure
- A self-starter, highly motivated, happy to hit the ground running
- An interest in audience engagement and development
- Able to work both as part of a team, as well as independently - as the role requires
- Can deal with the varied pace of the organisation's workload, be organised and energetic during busy times / maintain personal motivation during the organisation's quieter times.
- Knowledge and interest in experimental music / arts, digital and live events
- Exercises a keen visual eye in all work produced

## **It is desirable that the candidate has:**

- Experience working as part of a small core team
- Experience delivering successful events
- Experience working as part of a festival team
- Experience using Adobe Photoshop or equivalent
- Experience using video editing software for content creation
- Experience using Excel
- Experience of WordPress or equivalent

## **All Capsule staff are expected to be/have:**

- Team players
- Motivated and enthusiastic
- A flexible and pro-active approach to work
- A willingness to learn and develop
- Ability to manage own workload with minimal supervision
- Ability to remain calm under pressure / assertive & pragmatic in challenging situations
- Excellent timekeeping
- Excellent levels of attendance
- Warm and welcoming, contributing to the organisation's inclusive and open culture
- Be able to communicate effectively using appropriate means in an effective manner
- Computer literate including possessing basic word processing and spreadsheet skills
- Able to take a pragmatic view on complex issues and able to use sound judgement and make timely decisions