

## ***JOB DESCRIPTION***

### ***Marketing & Administration Coordinator***

<b>Job Title:</b>	Marketing & Administration Coordinator
<b>Working Hours:</b>	2 days per week
<b>Payment:</b>	£1000 per calendar month
<b>Duration:</b>	6 months initially; renewable by agreement
<b>Place of work:</b>	St Endellion and at home
<b>Line Manager:</b>	Endelienta Artistic Director

#### **Main Duties/Responsibilities:**

#### **1. *Oversee marketing and publicity of Endelienta & North Cornwall Book Festival events***

- Overseeing the creation and implementation of a marketing and publicity schedule
- Coordinating all Endelienta & NCBF social media channels
- Working with marketing and publicity volunteers and assisting with recruitment of volunteers
- Liaising with key marketing partners
- Increasing Endelienta's presence in local advertising channels
- Overseeing all Endelienta & NCBF print distribution and commission.

#### **2. *Box office***

- With Artistic Director: coordinate the Endelienta/NCBF box office online system
- Manage box office phone and offline tickets
- Working with volunteers to organise and run box office at events

#### **3. *Admin***

- Support the Artistic Director & Take Part Coordinator in the administration of all projects, this includes but is not limited to: concert programme, take part schools work, residential weekends, artist residencies, NCBF
- Update the Endelienta/NCBF websites
- Organise administration of patron scheme
- Additional admin tasks as directed by the Line Manager



## **PERSON SPECIFICATION**

### *Essential criteria*

- At least one year's experience in an arts marketing role or an equivalent qualification
- Good understanding of social media in the context of arts organisations
- Good working knowledge and experience of marketing
- Good working knowledge of box office management
- Experience of administration, ideally in an arts environment
- Good communication skills
- Good people and customer care skills
- Good organisational skills
- Good literacy, numeracy and IT skills
- The ability to work independently and manage your own workload
- The ability to work under pressure and work in a flexible working environment
- Personable and professional
- Experience of working in a team

### *Desirable*

- Understanding of Cornish Arts scene
- Access to own transportation
- Knowledge of classical/folk/world music

## **APPLICATION**

Applicants are asked to submit a CV with a supporting letter and details of two referees to Plum Grosvenor-Stevenson, Artistic Director/General Manager of Endelienta by email [plum@endelienta.org.uk](mailto:plum@endelienta.org.uk)

If you have questions about the role, please do not hesitate to email [plum@endelienta.org.uk](mailto:plum@endelienta.org.uk)

Please keep your CV to one page in length and the supporting letter to a maximum of two pages. Please make sure that you give an email address for each of your two referees.

Closing date for applications:

5pm, 1st December

Shortlisting:

2<sup>nd</sup> & 3<sup>rd</sup> December

Interviews and appointment:  
Successful applicant starts:  
no later than 1<sup>st</sup> February.

10<sup>th</sup> December 2021  
To be discussed with successful applicant,



## About Endelienta

### Overview

Endelienta welcomes close to 5000 participants and audience members to St Endellion and other local venues in its year-round programme to promote the arts and spirituality in North Cornwall. In addition to its 20 concerts per year, the annual programme includes the increasingly prestigious North Cornwall Book Festival, a monthly poetry group and book club, community outreach projects such as the monthly Make Club a creative activity club for young families, the recent Music and Memories project for those with dementia, extensive work in and with schools, art exhibitions, and the Annual Residency for three emerging artists from different disciplines. A very important strand of the programming is the Reflective programme, which attracts attendances between 20 and 200 for quiet days, study days and workshops - for which the prebendaries, Professor Paul Fiddes and Archbishop Rowan Williams, are a particular draw.

The recent Hall Project raised over £600,000 to develop the facilities at St Endellion. The new hall was opened in October 2019 and, even before the Covid-19 lockdown, had already started to reach out to the community to widen participation and attract the hard to reach. The St Endellion campus also benefits from the Stone Barn and Farmhouse owned by the St Endellion Festivals Trust which, in addition to providing a domestic base for the Trust's music festivals, also offers year-round residential facilities for up to 25 people and valuable space for daytime workshops and meetings.

### How Endelienta came about

St Endellion proudly hosts two classical music festivals each year which attract 400 festival participants and close to 4000 audience members. The Summer Festival, founded in 1958, and the Easter Festival, founded in 1974, have both gained national and international reputations for the quality of their soloists and their very high standards of performance. For both of these festivals, a mixture of talented amateur and professional singers and instrumentalists comes to Cornwall from far and wide to rehearse and perform for no fee, purely for the love the music and the place – 13 concerts in as many days in each Summer Festival and 9 concerts in each Easter Festival. The concerts sell out, with audiences returning year after year, many of them from a considerable distance; there are over 500 subscribing Friends of the Festivals.

In 2008, Bishop Bill Ind, the then Bishop of Truro, recognising the richness of the musical tradition at St Endellion, put forward the idea of making St Endellion a centre for the arts and spirituality. St Endellion's unique status in the diocese as a collegiate church, with its (then) 4 prebendaries, and its potential to act as a North Cornwall satellite of the cathedral, akin to St Germans in East Cornwall, gave his idea particular force. Three years later Endelienta came into being as a charity, with the Diocese, the St Endellion Parochial Church Council and the St Endellion Festivals Trust as its founding members, with a brief to build a year-round programme for the arts and spirituality and to develop the St Endellion campus as a cultural hub for North Cornwall, an area acknowledged by Arts Council England as being in need of investment.

Since 2011, the facilities at St Endellion have been developed, with the Stone Barn being made into a residential building, part of the rectory lawn being acquired, and the St Endellion Hall being extended and modernised, and Endelienta's programme has grown and grown, with the annual North Cornwall Book Festival, launched in 2013, gaining an increasingly positive reputation.

### Endelienta's Purpose, Aims and Values

Endelienta's purpose is to promote the arts and spirituality in North Cornwall.

The charity:

- strives for high quality in all of its activities; to reach beyond the ordinary.
- aims to build the size and diversity of its audiences; seeking always to be inclusive.

- consistently looks for diversity and inclusiveness in its programming.
- wants to encourage talent and creativity, particularly among young people.
- it values collaboration and partnerships with other cultural providers in North Cornwall to achieve these aims.



### **The 5 strands of Endelienta's annual programme**

Endelienta has evolved 5 key streams of activity, albeit much disrupted since March 2020 by the Covid-19 pandemic:

#### 1) the Book Festival and associated literary activity:

Under the artistic leadership of novelist Patrick Gale, Endelienta is proud to host the North Cornwall Book Festival. It attracts a rich range of authors, such as Tessa Hadley, Jackie Kay, Michael Morpurgo, Raynor Winn, Maggie O'Farrell and Anna Pavord, who come together to create a small and intimate festival which attracts audiences from further and further afield. Half of the Festival is devoted to younger readers from schools across the county. Literature also makes a regular appearance in our reflective days, in occasional spoken word performances, at our monthly book club and poetry club meetings and in residential workshops. The 2020 Festival had to be postponed; a programme of festival videos was presented on the Endelienta website. The 2021 Festival took place as a live event and was very successful.

#### 2) the concert programme:

We put on at least 20 music concerts each per year, including classical, jazz, world and folk music. The classical concert programme ranges from early music to modern, and includes solo vocal and instrumental recitals, visiting choirs, small instrumental ensembles and chamber orchestras. The programme has featured artists of national and international renown, such as Mark Padmore, Andrew Watkinson, the Dante Quartet, and Sheku Kanneh-Mason. At least a third of the classical concerts feature young artists, including Endelienta Baroque, the Cornwall Youth Choir, and the Truro Cathedral choir, who also involve local school children.

#### 3) the visual arts exhibition programme:

Art Exhibitions take place in the St Endellion Hall. The exhibitions show two- and three-dimensional work of outstanding quality by selected artists. Two of St Endellion's art exhibitions have also been exhibited in Truro Cathedral.

#### 4) the Reflective Day programme:

Each of our reflective days takes a theme that explores spirituality in modern day life. Led by eminent thinkers and inspirational leaders, including St Endellion prebendaries Archbishop Rowan Williams and Professor Paul Fiddes, the reflective days enable people to come together, take stock and connect with their inner selves.

#### 5) the Take Part programme;

This programme includes the annual cross-arts residency, the Make Club, Residential workshops, and community projects, such as Music and Place, and an increasingly growing schools project. Endelienta wants to make the arts more accessible for people who are socially or rurally isolated or have limited access to transport. The annual residencies for composers, writers and visual artists invite emerging talents to come and work on the St Endellion campus and be inspired by the location.

### **Endelienta as an organisation**

All of these programmes rely on the infrastructure of marketing and publicity, box office, financial and business management, fund-raising, the recruitment and management of more than 50 volunteers and paid part-time staff.

The organisation is governed by a board of 9 directors, representing the three founder partner organisations and the local community. Endelienta has been financially independent since its inception and has been considered sufficiently successful and important to the cultural and artistic life in North Cornwall to attract not only financial support from Arts Council England but also from Cornwall Council and Falmouth University. Endelienta and the Music Festivals make a significant financial contribution each year to St Endellion PCC.