

BELFAST EXPOSED

BELFAST EXPOSED AUDIENCE DEVELOPMENT/ACCESS INTERNSHIP

Belfast Exposed Photography
23 Donegall Street
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Description

Belfast Exposed are looking for an enthusiastic intern to join our marketing team and provide creative ideas to help develop and grow the brand in line with the company's audience development strategy and engage with activities that helps to create access to our activities.

Duration: 30 hours per week. Six-month paid internship (July – December 2020).

Hourly Rate: National Minimum Wage.

Location: The post is located at our base in 23 Donegall Street, Belfast, however, due to restrictions/recommendations of COVID-19 you may be required to work from home

Application Process

- Please fill out an expression of interest (via Survey Monkey) outlining how you meet the requirements of the internship by **Thursday 2nd July 2020 at 12.00 (Noon)**.
- Shortlisted candidates will be invited to an interview on **Friday 3rd July**.

This post is supported by Creative and Cultural Skills NI through the National Skills Academy and Belfast City Council. Belfast Exposed principle funder is Arts Council of Northern Ireland.



Belfast
City Council

JOB SUMMARY

<p>JOB TITLE: Audience Development and Access Internship</p>
<p>MAIN ACTIVITIES/RESPONSIBILITIES:</p> <p>The successful candidate will undertake access and audience development, and the purpose and scope of the project must have a contemporary audience development focus and have the potential to add value to the Belfast Exposed audience development operations. To this end, the role will be primarily directed around the delivery of the research project but exposure to and experience of working as part of the marketing department should also be expected. As the Marketing Intern, responsibilities will include:</p> <ul style="list-style-type: none">➤ Carry out relevant research and perform audience development and access analysis in relation to audience's experiences and engagement in Belfast Exposed programmes.➤ Project Management: assist the marketing manager in the research and development of the Belfast Exposed Photography website.➤ Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)➤ Support the Marketing Manager with daily administrative tasks.➤ Work with the PR & Marketing Consultant to execute the re-launch of Belfast Exposed's galleries.➤ Support planning and execution of audience development and access action plan.➤ Document spaces and places for Belfast Exposed Archive.➤ Invigilation of Gallery 1 when required.
<p>ESSENTIAL CRITERIA</p> <ul style="list-style-type: none">➤ Strong desire to learn along with professional drive.➤ Solid understanding of different audience development techniques.➤ Excellent verbal and written communication skills.➤ Excellent knowledge of Microsoft Office.➤ Familiar with social media platforms.
<p>DESIRABLE CRITERIA</p> <ul style="list-style-type: none">➤ Experience using digital cameras and knowledge of photography skills and techniques.➤ Video production & video editing skills.