

FREELANCE CONTRACT

Turner Sims Freelance Marketing & Communications Assistant

Timescale: December 2025 – May 2026

Budget: £150 per day x approximately 2 days per week. At least one of these days should be in our venue.

Application deadline: 9am Monday 8 December

Interview dates: w/c Monday 15 December

Turner Sims, the University of Southampton's dynamic music venue, is seeking a freelance Marketing & Communications Assistant to provide support during an exciting period of strategic growth and reflection.

Lined managed by the Marketing & Communications Officer, with oversight from the Head of Marketing & Sales, this role is pivotal in delivering foundational communications necessary to ensure Turner Sims reaches and engages with current and new audiences.

This role is offered on a **freelance basis for 2 days per week until the end of May 2026**, with the possibility of extension after this time.

About Turner Sims

Established in 1974, Turner Sims has stood as a beacon of cultural activity for Hampshire and Solent for more than 50 years. We champion meaningful interaction with our community through high quality live performance, with big ambitions to build an inclusive world through the joy of music. Each year, we welcome tens of thousands of attendees, artists, and creatives from across the region and beyond, providing a space for students, schools, community groups, and societies to explore and discover pioneering creativity and cultural accessibility.

Having already delivered on our 2023-26 Marketing and Audience Development Strategy, we are now seeking ways to embed our audiences and communities into the fabric of Turner Sims, reflecting the value they bring to our work by amplifying opportunities for further engagement. We know we must not only sustain and support our current audiences but find new and creative ways to engage audiences otherwise unfamiliar with us, recognising this life cycle as central to our future sustainability and place within the cultural ecosystem.

As an Arts Council England National Portfolio Organisation, we are proud of our focus on diversity and inclusion, alongside a deep-seated ambition to challenge and inspire our

audiences and wider community. Our engagement programme welcomes hundreds of families and young people to our venue through a breadth of programmes, including family concerts, Vibe Lounge performances, and The Vibe Collective, our employability programme for young people.

For more info visit <https://www.turnersims.co.uk/>

Our Marketing & Communications Work

The marketing team represents all aspects of internal and external communications, sharing our range of performances, activities and events within the university as well as beyond our campus to Southampton and the South-East.

As a small team, we work efficiently and quickly with a data-led approach. Our identified priority audiences help us to focus our efforts on high-ROI engagement opportunities, something we plan to develop in the next six months.

About this contract brief

The Marketing Assistant will join the marketing and sales team with the aim to deliver critical foundational support to the Marketing & Communications Officer and Head of Marketing & Sales.

We are looking for a strong written communicator who can adapt language and tone for audiences, with an acute eye for detail and a commitment to reflecting data-informed practices in all areas of work.

The ideal candidate will be confident to dive-in to social media posting, content creation for digital and print communications, and feel at ease in listing events on internal and external platforms.

Objectives

To support and deliver exceptional audience-appropriate communications, working collaboratively with the Marketing team to build and nurture our community.

This has the following aims:

- To support and monitor the day-to-day communications work of the marketing team, as advised by the Marketing & Communications Officer
- To work within the Marketing & Communications team on building new audiences whilst nurturing existing audiences, with a focus on meaningful and long-term audience development.
- To assist in the expansion of our marketing work by supporting the team in the reflection and evaluation of our current strategy, and creation and implementation of a new strategy

This will involve:

- Scheduling and supporting delivery of social media content. This will include stories, reels and posts, as well as monitoring engagement and providing analysis to help guide strategy.
- Maintaining website content, including loading and publishing events and news articles as directed by the Marketing Officer
- Drafting email campaigns in Dotdigital for review and sign off by the Marketing Officer.
- Managing event listings on internal and external platforms, including the University's intranet SUSSED, Visit Southampton and other relevant sites.
- Managing and updating the venue's OneLan digital screen content
- Preparing and distributing content for callouts, including eNewsletters and other internal and external communications.
- Supporting the delivery of press activity. This will include sending releases, following up media opportunities, and developing a press contact database.
- Providing general administrative support to the marketing function, including database maintenance, responding to social media enquiries and other tasks as required

The freelance contractor is required to demonstrate the following:

Essential Experience, skills and knowledge:

- Exemplary written communication skills
- Attention to detail
- Proven experience of content creation and planning for a variety of social media platforms
- Excellent organisational and time management skills
- Understanding of current best practice in Equality, Diversity and Inclusion
- Pro-active approach, actively identifying new opportunities for amplifying our work
- Strong interpersonal skills with the ability to build relationships with partners and stakeholders
- Efficient, accurate administrative skills, in particular computer skills (MS Office Suite) and virtual meeting platforms (MS Teams)

Desirable skills and experience:

- Experience working within music or live performance in a marketing, communications, front of house or sales capacity
- Experience in arts marketing technical platforms such as DotDigital, Spektrix, Indigo or Illuminate
- Experience managing a website, or with a working knowledge of WordPress

How to apply/tender process

Our mission is to create an inclusive community. We particularly encourage responses to this opportunity from professional who are underrepresented in the cultural and education sectors.

To apply for this contract, please supply:

- A cover letter explaining why you want to work as the Marketing Assistant and what motivates you to do so
- A response to the contract brief
- Your CV, including details of previous relevant work/experience
- Two examples of your writing – e.g., a press release, piece of digital communication, direct mail
- Names and contact details of two referees with knowledge of your work in a similar capacity
- Details of professional indemnity and public liability insurance

Deadline: Applications must be submitted by 9am Monday 8 December. Late applications will not be reviewed.

Please email your response with subject 'Marketing Assistant Application' to Jo Borg, Marketing & Communications Officer at j.f.borg@soton.ac.uk.

Interviews for the contract will be held in the **week commencing Monday 15 December** in person at Turner Sims.

Access support and general enquiries

We aim to provide an inclusive environment and will work with individual applicants to make sure we can meet your access needs. This also applies to our application process. If, for any reason, you need to apply in an alternative format, do get in touch to discuss your needs.

If you have any questions about the contract or the application process, please feel free to ask. Please email Jo Borg at j.f.borg@soton.ac.uk or email a link to an audio/video file and provide a contact telephone number. Please note it may take us a few days to respond to queries. We cannot give you advice about what to write in your application.