



## Animation and Marketing Assistant

Fettle Animation is looking for a lively and enthusiastic new person to work with to help to make marketing and promotions sparkle and reach further.

This is initially for a 3-month period, on a full-time contract as part of a paid internship programme funded by the Screen Industries Growth Network to help increase cultural diversity in the screen industries. We therefore particularly encourage applications from groups who are currently under-represented in the sector including those who are ethnically under-represented, disabled people and those from lower socio-economic groups.

We hope to be able to extend the contract for the successful candidate, but this is dependent on securing additional funding and/or new business.

### What we'd like you to do

This is an opportunity for a dynamic and ideas-focused individual to bring their creative flair to promoting a growing animation company.

We can tailor the role to suit the skills of the individual involved, but broadly we'd like someone to do the following tasks;

- To extend our reach across all social media, setting up new accounts, posting and building followers.
- To produce pitches, print and presentation materials.
- To make templates for social media posts.
- To help create press releases, website posts, case studies and news articles.
- To edit new showreels and social media clips from Fettle's back catalogue of animations.
- To build mailing lists and newsletters.
- Help with sales and new business.
- To develop questionnaires, focus groups and ways of learning more about how we can improve what we do.
- To help generate ideas for Fettle future content reaching young and diverse audiences in new and engaging ways.
- Answering the phone, helping out with general administration and other tasks as needed
- There is lots of support and opportunity to help the right person to grow and develop.

### Skills and attributes

We are looking for a person with enthusiasm and a "can-do" positive attitude to create a role for themselves and become utterly indispensable!

#### Essential

- Excellent written and verbal English skills
- Word processing, image manipulation and computer skills
- A thorough understanding and a working knowledge of social media in a professional context
- An eye for visual detail
- Open-minded with self-awareness and an eagerness to learn, grow and develop
- An interest in global ideas and understanding of the broad social, political and engagement issues behind Fettle's work
- Willingness to undergo a full DBS record check (we will arrange), as the post may involve working with children and young people in focus groups
- Willingness to maintain good health and safety practice as a team member whilst on the business premises

#### Desirable

- Creative skills in any of the following - video, photography, illustration, animation, editing, copy-writing, creative writing
- Qualifications in English and Maths

We pay the national living wage, and can also provide assistance with travel and access costs.

To apply, please send a covering letter about your previous experience, skills you could bring to the position, a CV and fill out the [EDI monitoring form here](#).

We'd also like you to watch the following animation clip <http://fettleanimation.com/portfolio/refugee-week-animation-2019/>

Could you write at least 1 page of A4 about the following:

1. Can you summarise what the animation is about in a short paragraph?
2. What issues does the animation touch upon?
3. What information might you need to include in a social media post about it?
4. How could we promote this using social media and other methods?

Please send to [kath@fettleanimation.com](mailto:kath@fettleanimation.com) before Friday 11<sup>th</sup> June 2020