



Digital Content Assistant

The Maltings (Berwick) Trust

Recruitment Pack



MALTINGS

MALTINGSBERWICK.CO.UK



Northumberland
County Council



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Funding Acknowledgement

This role has been made possible through support from the Create Your Future – Youth Training Fund 2026, delivered by Create Berwick as part of the wider North East Mayoral Combined Authority cultural and creative development programme.

The Create Your Future fund supports paid work placements, training and creative opportunities for young people aged 16–25, helping to develop skills, confidence and pathways into careers within the creative and cultural sector.

The Maltings is proud to be part of this initiative, supporting the next generation of creative talent in Berwick-upon-Tweed and the wider region.

The logo for Create Berwick features the word "Create" in a multi-colored font (blue, orange, green, blue) and "Berwick" in a blue font.The logo for the North East Mayoral Strategic Authority consists of a red stylized arrow icon pointing up and to the right, followed by the text "North East Mayoral Strategic Authority" in a bold, black, sans-serif font.

Digital Content Assistant (part-time, fixed term)

Berwick-upon-Tweed is in the middle of an exciting cultural transformation, with The Maltings (Berwick) Trust playing a central role in the town's future. Alongside a major redevelopment project, we continue to deliver a year-round programme of visual arts, cinema, live performance and creative engagement across North Northumberland and the eastern Scottish Borders.

We're looking for a creative, curious and motivated individual to join us as a Digital Content Assistant through the Create Your Future programme – a paid placement supporting young people into creative and cultural careers.

This role offers hands-on experience working across a busy cultural organisation during this exciting period. You'll help tell the story of our exhibitions, cinema programme, events and creative activity through engaging digital content, while gaining valuable experience in arts marketing, social media and audience engagement.

Working closely with our Marketing Manager and wider team, you'll support content creation, campaign delivery and online audience growth. You'll also gain insight into programming and cultural production through shadowing opportunities with our Programming team.

This is an ideal opportunity for someone at the start of their creative career who wants to build confidence, develop practical skills and gain experience working in a fast-paced arts environment.

1. THE MALTINGS (BERWICK) TRUST

The Maltings (Berwick) Trust (MBT) is a not-for-profit organisation providing a year-round programme of visual arts, cinema, performing arts, and creative engagement across North Northumberland and the eastern Scottish Borders.

We're a company limited by guarantee and a registered charity governed by a Board of Trustees. 25% of our income comes from Northumberland County Council and Arts Council England (we're a National Portfolio Organisation); in a 'normal' operating year, we earn and fundraise the rest.

In recent years, we've worked from three venues in the centre of Berwick-upon-Tweed – The Maltings Theatre & Cinema, The Granary Gallery and The Gymnasium Gallery – and also off-site.

We're currently working with Northumberland County Council on a major capital project, funded by the Borderlands Inclusive Growth Deal, to create a new venue on our existing Eastern Lane site. Currently, our main Maltings venue and the Gymnasium Gallery are closed for redevelopment – our temporary office base is at Berwick Barracks, and we've recently launched a temporary cinema at the same site. At the end of 2025, we launched our town centre creative hub for our youth arts programme, engagement projects, workshops and classes – while continuing our award-winning visual arts programme of exhibitions, residencies and site-specific commissions, and delivering a diverse range of creative engagement projects on behalf of the Living Barracks partnership and other partners.

Our visual arts programme will play a central role in maintaining our profile and our engagement agenda during decant - as will our on-going support for the creative industries in Berwick, as a key delivery partner in both the redevelopment of Berwick Barracks and for Create Berwick (Berwick is Northumberland's designated Cultural and Creative Zone, with financial support from the North East Mayoral Strategic Authority).

Alongside our redevelopment plans, we continue to deliver an ambitious programme of exhibitions, cinema, events, workshops and community engagement activity. Digital storytelling and audience engagement are a key part of maintaining our profile during this transition period, helping us reach new audiences and strengthen connections across the region.



2. THE JOB

This is a new placement role created through the Create Your Future programme, supporting young people aged 16+ into creative and cultural careers through paid work experience.

The Digital Content Assistant will support The Maltings' Marketing & Communications activity across visual arts, cinema, events and engagement programmes. Working closely with the Marketing Manager, the postholder will help create engaging digital content, support social media activity and contribute to audience development campaigns.

The role is designed to provide practical, hands-on experience across a full campaign cycle – from summer programming through to autumn and early winter activity – while building skills in content creation, social media marketing and partnership working.

The successful candidate will gain valuable experience working within a busy cultural organisation and will have opportunities to contribute ideas, develop creative confidence and build a professional portfolio.

2.1 POSITION IN THE ORGANISATION

- Reports to: Marketing Manager
- Works closely with: Marketing team, Programming team and wider Maltings staff.
- Support through: Mentoring, training and shadowing opportunities

2.2 KEY RESPONSIBILITIES

Content Creation

- Capture photo and video content across exhibitions, events, cinema screenings and engagement activity.
- Create short-form digital content for social media platforms including Instagram and Facebook.
- Support the development and maintenance of a high-quality bank of visual assets.
- Assist with behind-the-scenes storytelling and artist/audience features.

Social Media & Campaign Support

- Draft and schedule social media content across multiple programme strands.
- Support delivery of marketing campaigns for exhibitions, cinema and live events.
- Assist with day-to-day social media engagement including comments, shares and audience interaction.
- Help monitor content performance and audience engagement.

Influencer & Community Engagement

- Research relevant local and regional creators, influencers and community voices.
- Support outreach and relationship-building activity.
- Assist with coordinating collaborations, content visits and takeovers.
- Help elevate the impact of partnership and influencer activity.

Creative Development

- Contribute ideas for new content formats and approaches.
- Support experimentation with digital trends and online engagement techniques.
- Help identify what content resonates with audiences over time.
- Participate in two programming shadow sessions as part of the placement development programme.

Monitoring & Evaluation

- Contribute to reporting on audience engagement and digital activity.
- Support the collection of monitoring and evaluation information required through the Create Your Future programme.



3. Ts and Cs

- **Salary:** £12.71 hourly rate
- **Contract:** Six month fixed-term placement (from July 2026 date tbc)
- **Hours:** 14.5 hours over 2 days per week (working pattern to be agreed)
Maltings core office hours are 10am to 4pm, Monday to Friday, although our venues are often open outside these hours for events. Some evening and weekend working may occasionally be required to capture live events and activity.
- **Training & Development:** Mentoring, shadowing opportunities and on-the-job training provided throughout the placement.

Please note: The successful applicant will be required to undertake a Disclosure and Barring Service (DBS) check.

4. Person specification

Required Skills & Qualities

- Creative, enthusiastic and eager to learn.
- Interested in digital culture, social media and storytelling.
- Organised, proactive and reliable.
- Comfortable working collaboratively within a team environment.
- Interested in arts, culture, events or creative industries.

COMPETENCY	DETAILS
Skills and aptitudes	<ul style="list-style-type: none">• An interest in social media, digital content, photography or video.• Confidence using platforms such as Instagram and Facebook.• Basic filming and/or editing skills (phone-based editing is absolutely fine).• Awareness of digital trends and online communities.• Interest in arts, culture or creative industries.• Willingness to learn new skills and approaches.• Good communication skills in person and online.• Positive and collaborative attitude.• Confidence engaging with colleagues, audiences and partners.• Ability to take feedback positively and apply learning.• Organised and able to manage tasks effectively.• Willingness to work across varied activity and changing priorities.• Ability to complete work to agreed deadlines.• Enthusiastic and proactive approach to problem solving.

You don't need to have worked in the arts before. We're particularly interested in supporting someone at the beginning of their career who is excited to gain experience, develop confidence and explore creative marketing in a cultural setting.

The ideal candidate will enjoy working in a busy and varied environment, bringing curiosity, enthusiasm and a willingness to learn.

All employees are expected to be courteous ambassadors for the organisation in all external communications, and to work positively and constructively with colleagues in line with our agreed Code of Conduct.

What You'll Gain

- Experience working across a full marketing and campaign cycle within a cultural organisation.



- The opportunity to build a strong portfolio of digital content.
- Insight into arts marketing, programming and audience development.
- Experience in influencer and partnership-based marketing activity.
- Mentoring and support from an experienced marketing team.
- Exposure to a wide range of cultural activities including exhibitions, cinema and live events.

There may be future opportunities for progression within The Maltings following successful completion of the placement.

5. Application process

If you'd like to be considered for this role, please submit an up-to-date CV (including contact details for two referees) and a cover letter explaining how your skills, experience and aptitude will enable you to deliver the role effectively.

Please complete and return the Diversity Monitoring Information Request. All information provided will be separated from the application on receipt and be held anonymously for monitoring purposes only. All applications will be treated in the strictest confidence.

Send your letter, CV and completed Diversity Monitoring Information Request to:
marketing@maltingsberwick.co.uk by 4pm on Thursday 11 June.

We'll acknowledge receipt of all applications.

Shortlisted candidates will be contacted to confirm an interview, which will be scheduled for Wednesday 17 June in Berwick (in person preferred).

The role will start as soon as possible after 1 July 2026, pending negotiation with the successful candidate and the receipt of satisfactory references.

Any questions: If you have any further questions or would like the chance to have an informal conversation about elements of your application, please email marketing@maltingsberwick.co.uk and we will get back to you as soon as we can.