

# maltings ambassadors



Image: Amanda Perrin

## maltings ambassadors 2017

New for 2017, Farnham Maltings are introducing the Maltings Ambassadors scheme - a fantastic, unique opportunity aimed at people who wish to build up valuable experience in Marketing, Journalism & Arts Administration. We are looking to build a team of hardworking and creative individuals who will form a core part of the external marketing of the new season's shows and events. This will be a sociable and interactive role, requiring confident, friendly personalities with a desired interest in the arts.

The main purpose of the scheme is to spread the word about the building. You will become a part of a team of individuals who will act as representatives for the organisation, engaging with local businesses and forming relationships with local universities and colleges to promote the upcoming season of programming. As a team, we would like to you to evaluate our current external marketing strategy and come up with new methods to promote the new season's shows and events around the local area. Your input in this role is crucial, if you've seen other eye-catching, successful marketing campaigns, let us know.

The role will include:

- Meeting with the Maltings marketing team regularly to strategise the external marketing for up and coming shows.
- Supporting target audience development and engagement within local areas.
- Assisting with the preparation and distribution of promotional material.
- Maintaining audience relationships within local areas.

## what you will get

The Maltings areas of programming can feature a variety of shows including top comedians, music nights and award-winning fringe theatre. Participants with a strong interest in a particular strand of programming (e.g. film, comedy, music, theatre) will have the opportunity to focus on the marketing of that genre. As a member of the team, you will also be entitled to further volunteer benefits and they are listed below:

- x2 complimentary tickets to any film maltings screenings and x1 complimentary ticket to a Farnham Maltings performance.
- The chance to work within a Marketing team and offer your input to the promotion of the new season's shows and events.
- A unique way of building up your CV in preparation for university and future job applications.
- A sociable and interactive working environment. We hope you will form a close bond as a team and we encourage monthly social nights, either to one of the shows in the building or activities outside of it.

As a voluntary role, it is up to you how much time you wish to dedicate. However, due to the nature of this new scheme, we would like to ensure that all members of the team would give their time for a minimum of 2 hours per week. You will get out from this experience as much as you put in. The more we see you, the more relevant and engaging activities we will be able to give you.

## where it begins

To get involved with the scheme, please contact Kate Bainbridge via email at [kate.bainbridge@farnhammaltings.com](mailto:kate.bainbridge@farnhammaltings.com) for a volunteer application pack. After this initial application, we will invite you for an informal chat to talk more about the scheme and how you can get the most out of it.

We look forward to receiving your application.