

Raze Collective QTIBPOC Marketing Trainee Role Description



Position: Marketing Trainee

Pay: x1 day (8hrs) a week @ £125/week

Engagement Period: Starting w/ 17th Feb 2025 for an initial 20 week contract (with a 6 week probation period)

This is a freelance position, you must be registered as self-employed and be responsible for your own tax and National Insurance contributions.

Your Traineeship will involve working alongside the Raze Collective producing team to communicate Raze Collective's different projects across our social media channels & through our newsletter.

Raze Collective are a small but dedicated team of queer creatives, working year round on a whole range of different projects; cabarets, community events, artist development programmes, festivals, one-off shows & networking.

The main aims of our social media are to:

- Share opportunities we have for artists (call-outs, projects, commissions)
- Promote any events we have coming up (cabarets, community events or one-off shows)
- Promote our successes (post-show pictures, videos, workshops we host, events we produce)
- Shout-out about artists / partners we work with (share about their shows, opportunities from other organisations that our audience would like to know about)
- Continue to build our platform / reputation / profile as a UK leader in LGBTQ+ arts / community work.

Training & support

- Induction & ongoing guidance from Raze Marketing Manager
- 1-1 Mentoring from Raze Producer
- Access to a training budget to participate in external courses, tailored to your learning needs.
- Accessibility awareness

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Tasks you will contribute to

- Updating social media accounts (Facebook, Twitter, Instagram)
- Creation of digital assets for projects
- Creating newsletters (supported by Raze Producing Team)
- Tracking social media analytics
- Drafting Press Releases
- Writing Image Descriptions / Alt-Text for content (supported/with guidance from Raze Producing Team)

Desired Skills & Interests

As this is a Traineeship we do not expect you to have formal marketing training or experience. The role would suit someone who has a passion for social media and design and personal experience in the following areas.

- Graphic Design - using Canva.
- Familiarity with social media platforms
- Caption writing for Instagram, twitter & facebook
- Knowledge of Later, Mailchimp & Google Drive
- Eye for design in LGBTQ+ arts / community context
- To feel comfortable working flexibly within a small team
- Knowledge of LGBTQ+ arts / community / cultural activity in London.
- Passionate & interested in building experience / portfolio in LGBTQ+ communications / marketing / design.

Additional skills & interests that may be useful

- Experience using Wix or other web design programmes
- Video / Trailer editing
- Photography
- Written and verbal communication skills
- Experience with Google Sheets or Excel

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Your Time

You will work on Fridays. Your working day will be roughly 10am - 6pm, with lunch and & breaks. You can work with us from our Dalston office, but we also have the flexibility to offer home working when required.

We would need the following commitment from you:

- To attend 1 zoom or in person meeting a week with the producing team
- To work from the office at least once a fortnight

Who will you work with?

Fraser Buchanan (he/they) - Creative Producer (Fraser will provide Marketing training)

Seyi Osibamowo (she/they) - Creative Producer (Seyi will be your mentor)

Gayathiri Kamalakanthan (they/them) - Access Producer

Lucy Hayhoe (she/her) - Director

Tone & Energy

- We are a super queer and artsy charity, so this probably best sums up our overall vibe. Our tone on our social media is friendly, warm, light, fun.
- Clarity is important. For call-outs, events & projects the most important thing is people can clearly get the information they need.
- Raze is not a not a super trendy cool queer party, so we don't need to try & seem cool or funny or trendy.
- As a queer organisation, we take a lot of care to ensure that we speak about artists/collaborators in ways that they feel comfortable with & give consent to.
- Communicating sensitively around people's gender, sexuality, race & or disabilities is super important. If you're ever unsure, always ask a member of the producing team.

What's coming up for us this year?

- COLLIDE. A building wide queer taker of Stanley Arts in Feb 2025.
- Queer Weekenders. Open mic & workshops in March & June 2025.
- LABS Artist Development programme Feb-June 2025.
- Queer Clash Diary. Annual networking day for queer creatives, later in 2025.