



# Marmalade Festival Marketing Assistant Recruitment Pack



# About Old Fire Station, Oxford

The Old Fire Station is a centre for creativity in Oxford housing two organisations: the homelessness charity Crisis and the Old Fire Station (OFS). We share our building.

OFS encourages people from all backgrounds to understand and shape the world in which we live through stories, creativity and the arts, and by connecting with others.

ART IS FOR EVERYONE. EVERYONE HAS POTENTIAL.

Read our 2022 impact report [here](#), and watch short videos about the OFS [here](#) and [here](#).

Learn more about our projects [Marmalade](#), [Offbeat](#), [Hidden Spire](#) and [Storytelling](#).

## About Marmalade Festival

Once a year, the Old Fire Station and Oxford Hub host the Marmalade Festival. In 2024, the Marmalade Festival takes place Tuesday 9th to Friday 12th April. With four-days filled with a diverse set of sessions, activities, and an engaging art programme.

In 2023, we hosted 78 sessions across 16 different venues with most taking place at the Old Fire Station.

The Marmalade Festival has four key components.

1. It offers an opportunity for anyone to host and participate in sessions around social change and innovation. This includes local groups including public services, third sector providers, community-based organisations, research organisations, campaigning and voluntary action groups, and businesses.
2. As a parallel event to the [Skoll World Forum](#), it is the go-to platform for Skoll delegates from around the world to organise their own events outside of the Skoll World Forum programme.
3. An opportunity for the Marmalade 'inquiry' groups to come together with other collaborators, residents, and organisations in Oxford and beyond to share their work.
4. Opportunities for creativity, fun and an opportunity to connect with others through networking and cultural activity.

The content of the festival is determined by those wishing to present a session. Presenters are asked to make a financial contribution. All sessions are free to attend.

The festival is mainly funded by Skoll Foundation combined with contributions from organisations presenting at the festival.



# About Marmalade

The festival is part of year-round activity under the Marmalade banner: a place for social change and collaboration focused on relationships, power, and place.

Equality and social justice aren't possible by changing just one service, but through a collective, collaborative effort by people from all walks of life. That's why we promote change across the city of Oxford by recognising how all systems and services are connected and supporting people to change them so they work for everyone.

We host events, resources, discussions and much more throughout the year. Bringing together community organisations, local authorities, educational institutions and citizens, to learn how to make the city better for all.

The makeup of the group has evolved over recent years based on relationships forged through a commitment to exploring and experimenting with new ways of working. The work is overseen by the Marmalade Planning Group which includes local residents, advisors from elsewhere in the country and staff from Old Fire Station, Oxford Hub and African Families UK.

The year-round work is mainly funded by Lankelly Chase Foundation in order to experiment through three different 'inquiries'.

The purpose of each inquiry is to create a space for people to explore and change, to challenge dominate ways of thinking that may be perpetuating systems of oppression, and to showcase alternative ways of doing things.



# About the role

## Purpose:

The post holder will be working alongside the Marmalade Communications Lead in the run up to the festival, throughout the festival and a few days post-festival. The festival runs from Tuesday 9 April to Friday 12 April 2024. They will support the Marmalade Communications Lead in marketing the festival to audiences and session hosts. To ensure timely communications about events, sold out sessions, updates via social media and e-newsletters.

## Time Required:

### March

w/c 18 March: induction, 1 day

w/c 25 March: 1 day

### April

w/c 1 April: 1 day

w/c 8 April: 4 days

w/c 15 April: 1 day

## Fixed fee

£1,400 (inclusive of all expenses)

## Contract:

Freelance contract, fixed term, March-April 2024

We estimate the time required to fulfil this role to be approximately 8 days

## Line managed by:

The OFS in-house Marmalade Festival Project Manager, Becs Morris

## The festival team:

In-house Project Manager (and link to OFS team): Becs Morris

Freelance Festival Coordinator: Maya Little

Freelance Festival Engagement Lead: Makena Lohr

Freelance Comms Lead: Ruba Asfahani





# Key responsibilities of the Marmalade Festival Marketing Assistant

- Create and schedule social media posts (LinkedIn and Twitter/X)
- Maintaining social media platforms and ensure tagged posts are shared
- To manage the filmographer throughout the festival
- Take photos and videos using a smart phone for daily social media posts
- Assist with website updates, newsletters and correspondence

## Have some questions?

Ruba Asfahani is available if you want to discuss the freelance position before applying. You can e-mail your questions or ask for a call back:  
[ruba.asfahani@oldfirestation.org.uk](mailto:ruba.asfahani@oldfirestation.org.uk)



# Selection Criteria

If you have all or most of these, please apply:

- Experience of working with LinkedIn and Twitter/X
- Experience of working in a fast paced environment
- Experience of working in a team
- Excellent literary skills, especially caption writing for social media and newsletters
- Excellent smartphone camera skills, understanding of what makes a good social media photo
- Ideal if experienced in MailChimp, Ticketsolve and Buffer
- An interest in social change, and social justice issues

## How to apply

Please express your interest by e-mailing [recruitment@oldfirestation.org.uk](mailto:recruitment@oldfirestation.org.uk) and include your CV and up to 250 words explaining why you want the role and what you will bring.

The deadline for expressions of interest is **Monday 22nd January 2024, 5pm.**

Interviews will take place w/c 29th January.

We think it is important to hire people from a wide variety of backgrounds, representative of our society, not just because it is the right thing to do, but because it makes us stronger as a team. We welcome and encourage applications from individuals with lived experience of discrimination and disadvantage due to class, disability, ethnicity, gender identity and expression, neurodivergence, race and sexual orientation. Please tell us if you have this lived experience in your expression of interest. Based on this, if you meet the selection criteria, we are committed to offering you an interview.

We are keen to learn more about the barriers to inclusion and it would be really helpful if you could fill in the demographics monitoring form (also known as an Equal Opportunities form) on our website. This is anonymous and is for us to assess how well we are doing in terms of attracting applications from people who experience discrimination.



