

**Job Description**

**Job Title: Marketing & Communications Officer**

**Reporting to: Marketing & Communications Director**

**Responsible for: External Marketing Contractors, Volunteers**

**Salary: £21,500 - £23,000 (Depending on experience)**

**Working Hours: 5 Days per week (37.5 hours per week)**

**Holiday: 25 Days per annum plus Bank Holidays**

**Location: The Art House, Drury Lane, Wakefield, WF1 2TE**

**Purpose:**

To devise, deliver and monitor day to day marketing and communications activities in line with the organisation’s strategic aims and objectives.

**Key Responsibilities:**

**Content creation and delivery**

* Develop, implement, monitor and evaluate marketing and communications campaigns.
* Act as a brand ambassador for The Art House Brand, ensuring all marketing and sales content is consistent with the brand guidelines.
* Assist with the design and production of in-house and external marketing material & content. This includes collation of accurate and effective copy and artwork, supplier liaison, proofreading, coordinating mailings and print distribution and liaison with designers or external contractors on required projects.
* Create engaging content for websites, social media and other digital channels across the organisation’s portfolio.
* Maintain and manage The Art House marketing archive and image library.

**Sales and networking**

* Implement and monitor sales pipelines across revenue streams including memberships and associated revenue, studio rental, meeting rooms and events hire, workshops and courses.
* Liaise with other departments to identify opportunities for cross-selling, up-selling and alignment across the team’s responsibilities for revenue generation i.e. shop, coffee house, memberships, workshops & courses, meeting room hire etc.
* Identify opportunities to optimise and expand the organisation’s revenue streams.
* Liaise with the Programme and Operations teams to maintain awareness of current and proposed activities in order to identify potential sales opportunities.
* Network and generate contacts and leads to benefit the organisation’s overall business strategy, with a particular focus on sales.
* Develop networking opportunities for the organisation, both locally and nationally.
* Attend conferences, events, meetings to represent The Art House.
* Establish and maintain good relations with key and potential partners, stakeholders and contractors.

**Market research and audience development**

* Identify appropriate market research methodologies for campaigns, product development and researching new audiences.
* Design, deliver and analyse market research projects.
* Build and maintain relationships with new audiences, in line with the organisation’s Audience Development Plan.

**Data collection, monitoring and evaluation**

* Develop and maintain accurate and up to date customer databases to support the delivery of the marketing and sales strategies using the organisation’s CRM system Zoho.
* Support the Marketing and Communications Director/Data Officer to maintain excellent data management standards and compliance with relevant GDPR regulations.
* Support the wider staff team with appropriate and aligned data collection for the purposes of reporting to funders, stakeholders and other relevant parties.

**Communications**

* Assist the Marketing and Communications Director with aspects of Public Relations as required.
* Book, prepare, compile and design advertisements, both on and offline as required.
* Assist with the provision of excellent customer service by answering enquiries from new and existing customers, partners, artists, studio holders, stakeholders etc.
* Support the Senior Management Team with internal and external communications as required.

**Other**

* Manage project budgets within the overall Marketing & Communications budget.
* Identify and undertake relevant training and personal development opportunities as required to maintain an appropriate skill set and technical awareness for the role.
* Undertake any other duty or responsibility that may reasonably be allocated by the Marketing & Communications Director and the Chief Executive.

The job description for this position may be reviewed and amended to incorporate the future needs of the organisation.

It is a requirement of the organisation that all staff work in a flexible manner compatible with their jobs, required staffing of the building and in line with objectives. To support this, we have a flexible working policy and TOIL system in place.

**Person Specification:**

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| **Criteria** | **Essential** | **Desirable** |
| **Experience** |  |  |
| Minimum 3 years’ experience working in a marketing and/or sales role | x |  |
| Copywriting for different purposes | x |  |
| Working with CRM, CMS, ecommerce, social scheduling and other information and content management systems | x |  |
| * Zoho * Wordpress * Eventbrite * Shopify |  | x |
| Implementation and maintenance of membership/customer retention programmes |  | x |
| Planning and undertaking market research using appropriate methodologies | x |  |
| Managing budgets up to £15,000 |  | x |
| Ensuring data protection compliance, with particular reference to GDPR |  | x |
| **Qualifications & Training** |  |  |
| Marketing, Media or Communications qualification or relevant experience & training | x |  |
| Good numeracy and literacy skills, evidenced by basic qualification, or equivalent experience | x |  |
| A good technical knowledge of online tools and services such as social media platforms | x |  |
| Qualification or equivalent experience of working within the arts/creative industries |  | x |
| **Skills & Attributes** |  |  |
| A good level of IT literacy in both Microsoft Office  (e.g. Word, Excel, PowerPoint) and similar systems such as Google docs | x |  |
| Ability to use Adobe Creative Cloud applications (particularly Photoshop, Lightroom, InDesign and Illustrator) to artworking and simple graphic design tasks |  | x |
| Be able to work on own initiative to fulfil tasks as well as working effectively as part of a collaborative team | x |  |
| Ability to work to deadlines and manage time and priorities effectively | x |  |
| Excellent attention to detail | x |  |
| Creativity & flair | x |  |
| A dedicated & flexible approach to the role | x |  |
| **Personal Qualities** |  |  |
| Good team working skills and a supportive, conscientious attitude to working with others | x |  |
| Ability to maintain confidentiality and exercise judgement when communicating with different stakeholders | x |  |
| Proactive, solution focused and creative in your response to identifying and solving problems | x |  |
| A commitment to the principles of diversity, inclusion, equity and belonging for all | x |  |
| A knowledge and enthusiasm for contemporary visual arts/creative industries and an understanding of the needs of artists | x |  |
| A willingness to learn and develop, both on your own initiative and with support | x |  |