

The Art House

Job Description

Job Title: Marketing & Communications Officer
Reporting to: Marketing & Communications Director
Responsible: External Marketing Contractors,
Volunteers
Salary: £21,500 - £23,000
(Depending on experience)
Work 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:

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		x

- Shopify		
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)		x

and Illustrator) to artworking and simple graphic design tasks		
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	
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