

Enable Leisure & Culture

Title: Arts Marketing and Communications Officer

Hours: Full time (40 hours a week)

Salary: £30,780 (scale ENS01)

Location: Battersea Park

Advert

We are looking for a skilled marketing and communications professional to join our team. The Arts Service deliver, on Wandsworth Council's behalf, a number of cultural activities including: the annual Wandsworth Arts Fringe and Wandsworth Artists Open House festivals, the Pump House Gallery, the Cultivate education programme, cultural regeneration projects which embed cultural opportunities into the local community and numerous ad hoc projects. This role is instrumental in promoting all these strands of our work. The Arts Marketing and Communications Officer will work closely with all other members of the Arts Service to deliver innovative and successful marketing and communications strategies to communicate the breadth of our work, attract audiences and recruit participants.

This dynamic and varied role requires someone who is passionate about growing audiences for the arts and is a great communicator with imaginative ideas. With at least 4 years marketing experience, ideally arts marketing, this role requires someone with exceptional communication skills in order to forge strong working relationships with colleagues across Enable Leisure and Culture, external partners, stakeholders and suppliers.

Proactive and extremely well organised, you will have the ability to juggle multiple, demanding projects. To support the smooth delivery of the marketing plans and audience development plans, you will also be responsible for managing ad hoc support and external agencies such as PR or website consultants as well as interns/work placements.

The Arts Service is part of Enable Leisure and Culture, a charity that provides leisure and cultural services to Wandsworth Council.

Closing date for applications: Sunday 2nd June 2019

To apply you will need to complete the online Enable Leisure and Culture application form. You will be expected to explain how you meet the key requirements for this role listed in this advert. When explaining how you meet each of the requirements, please give examples that clearly demonstrate your skills, knowledge and experience. When writing your examples give a brief description of the situation or task but focus on the actions you took and the result of your actions.

Interviews currently planned for: Week commencing 10th June 2019

Ideally the successful candidate would start mid July.

For the job description, person specification and to apply, visit <http://enablelc.org/about-us/work-with-us/> .

If you do not hear from us within two weeks of the closing date please presume your application was unsuccessful on this occasion.

Person Specification

Previous Experience:

- At least 4 years of experience of marketing and communications, achieving ambitious audience and/or financial targets.
- Experience of creative project management with the ability to prioritise the competing demands from multiple projects.
- Experience of managing and briefing suppliers/agencies and negotiating deals and contracts.
- Relevant experience in budgetary management, pricing and forecasting.

Knowledge & Skills

- Ability to translate strategic visions for our various projects into marketing and comms strategies/plans, audience development plans and targets.
- Ability to balance artistic, commercial and political imperatives, in a fast moving, creative environment.
- Excellent marketing skills across design and print, advertising and sales promotion, direct marketing and digital; with highest standards of persuasive and creative written and spoken English.
- Good e-commerce and digital communications skills (inc standard social media platforms, mail chimp, Google Analytics and web CMS).
- Press and media experience – writing press releases, producing media packs and selling in stories.
- Knowledge of data management and the associated data security obligations (GDPR).
- Excellent interpersonal, administrative, and organisational skills.
- Strong reporting and analysis skills.
- Good design skills, specifically Photoshop and InDesign.

Personal attributes

- Positive, self-motivated team player.
- Creative, flexible and target-driven.
- Ability to work on own initiative, under pressure to deadlines.
- Values and respects input from colleagues, actively seeking feedback.
- Builds networks with peers within the arts sector to benchmark practice.

Job Description

No	General Overview
1.	The Arts Marketing and Communications Officer leads and oversees the delivery and evaluation of successful marketing and communication strategies for all the work carried by Enable Arts team including Wandsworth Arts Fringe, Wandsworth Artists Open House, Pump House Gallery, Cultivate education programme, promotion of cultural regeneration projects including public art and numerous ad hoc projects.
2.	The post holder reports to the Head of Arts, working closely with the rest of Enable Arts team and the Head of Marketing and Communication for Enable Leisure and Culture.
3.	Managing ad hoc consultants such as PR agencies, website consultants and interns/work placements.
	Key responsibilities
4.	Devising and monitoring marketing and communications strategies within defined budgets to achieve agreed financial and audience targets. <ul style="list-style-type: none"> • Developing marketing and communication plans for individual projects and strands of work. • Ensuring that the effectiveness of all campaigns is fully evaluated.
5.	Ensuring a strong digital presence across all relevant online channels and platforms is effective, sales focused (where relevant) and well monitored. To plan social media content across facebook, twitter and Instagram using scheduling planner (hootsuite). Create and monitor e-newsletters across the various projects.
6.	Managing the arts team's various websites and online presence - wandsworthartsfringe.com, wandsworthart.com, cultivate.london, pumphousegallery.org.uk and enablelc.org/arts. Ensuring that all these platforms are up-to-date and effective at communicating the breadth of each project.
7.	Devising and implementing marketing and sales campaigns to recruit advertisers to generate income for specific arts projects.
8.	To act as key point of contact for all media enquiries, and to establish and nurture good media relationships with relevant contacts at local, regional and national level across print, broadcast and web media. Liaising with other Arts team members on a regular basis to identify any opportunities for securing media coverage.
9.	Ensuring efficient budgetary management, implementation and reporting of marketing and communications campaigns.
10.	Working closely with colleagues within the team to devise Audience Development Plans for key work strands. Overseeing strategic and practical delivery as well as the evaluation of the Audience Development Plans to attract and engage new and hard to reach audiences.
11.	Ensuring the Data Protection Act and any GDPR changes are fully respected and understood by all members of the Arts team. Lead as Enable Arts team data champion.
12.	Supporting and championing Enable Arts (and its various projects) and Pump House Gallery's brand both internally and externally, ensuring consistent application and delivery.
13.	Ability and willingness to work 'out of hours' hours, including evenings and weekends when required. Time off in lieu is available for out of hours work.
	Other/Corporate
14.	Promote the services of the Pump House Gallery and Enable Arts team by assisting members of the public, both in person and by telephone, in a friendly courteous manner.
15.	Responsible for adherence to Enable's Equal Opportunities policy, in respect of both staff and members of the public.

16.	To be fully aware of and understand the duties and responsibilities arising from the Children Act 2004 in relation to child protection and safeguarding of children and young people and this applies to the role. To also be fully aware of the principles of safeguarding as they apply to vulnerable adults and to ensure that your line manager is made aware and kept fully informed of any concerns which you may have in relation to safeguarding and/or child protection.
17.	Complies with health and safety legislation, to ensure safe working practices of all staff, public and contractors in his/her working environment, in accordance with Wandsworth Council and departmental safety arrangements, policies and codes.
18.	Be aware of any sensitive information held by the gallery and Arts Team and ensure adherence to Enable's Information Security Policy.
19.	As a member of the Culture, Events and Filming Service, contribute to the overall planning and development of the services, provide all necessary input into Enable's working groups, and attend team and any other meetings as required by the Head of Arts.
20.	Performing other reasonable duties as agreed with Head of Arts or Executive Director for Culture, Events and Filming.