

**MARKETING OFFICER (Maternity Cover)**



Dear Applicant

Thank you for your interest in this post.

Further to your enquiry please find enclosed:

- A short description of Pound Arts' activity
- Job description and person specification
- Our 2017/18 Annual Report
- Application form
- Equal opportunities form

**How to apply:**

Complete an application form showing how the points required in the person specification are met, and send with equal opportunities form:

preferably by email to [admin@poundarts.org.uk](mailto:admin@poundarts.org.uk)

or by post/in person to Recruitment, Pound Arts, Pound Pill, Corsham, Wiltshire, SN13 9HX

**Deadline** for applications is 10am on Monday 2<sup>nd</sup> January 2019

**Interviews** will be held on 8<sup>th</sup> January 2019

If you have been successful in your application, we will let you know by 5<sup>th</sup> November. We are unable to give feedback on unsuccessful applications at this stage.

I look forward to receiving your application,

Russ Tunney

Director

## THE POUND ARTS TRUST LTD

**The Pound Arts Trust Ltd** is a thriving arts organisation based in Wiltshire, core funded by Wiltshire Council, and is an Arts Council England National Portfolio Organisation. The organisation delivers live performance, visual arts, participatory activities and film across three distinct strands of work:

***The Pound*** is a historic Grade II listed building converted into a 21<sup>st</sup> century arts centre acting as the hub for the arts in north Wiltshire and beyond, presenting a year-round programme of professional music, theatre, dance, visual arts, film and participatory work. The Pound's rehearsal and workshop rooms are hired by various community groups and artists, and there are three artists' studios and a community workshop space. The Pound has a popular fully licensed café bar.

***Rural Arts Touring:*** The rural touring programme for Wiltshire and South Gloucestershire working with volunteers in rural communities across the two areas, to deliver around 60 professional live performances and 20 participatory events each year.

### ***Festivals:***

***The Blue Sky Festival:*** A warm and quirky festival of family focused arts events and projects in June.

***Magic and Mayhem Festival:*** A delicious and decadent festival of magic, cabaret, jazz, music hall, comedy, burlesque and other oddities in November.

## Marketing Officer (Maternity Cover) – October 2018

<b>Job title:</b>	Marketing Officer (maternity cover)
<b>Salary:</b>	£15,000 to £17,000 per annum, dependent on experience
<b>Hours:</b>	37.5 hours a week involving regular evening and weekend work. TOIL to be taken for any work carried out not as per rota. Full time staff are expected to be available during busy Festival periods.
<b>Length of contract:</b>	6 to 12 months
<b>Reporting to:</b>	Director

### Job Description:

#### JOB OBJECTIVES:

- The post holder will be responsible for the overall marketing and promotion of the organisation across all three strands of its operation (*arts centre, rural touring & festivals*).
- To oversee and implement the marketing strategy to help the organisation meet its audience development targets, in line with the business plan.

#### *Duties and Responsibilities include:*

##### General Marketing:

- Devise and implement marketing campaigns
- Identify new audiences and the best ways to reach them
- Coordinate direct marketing activity, including writing copy, proof reading, creating e-shots and mailings
- Maintain in-house branding guidelines
- Monitor box office sales, reacting with additional marketing support where required
- Work with Rural Touring volunteer promoters and artists to ensure events are effectively promoted within each village

##### Print Marketing:

- Work with external design agency to create print, including brochures (3 seasons for The Pound, 2 for Rural Touring, plus 2 Festivals)
- Gather copy and images from visiting artists, editing as required
- Compile and deliver clear feedback on proofs
- Work with printers and mailing house to ensure timely distribution of materials
- Design and create in-house flyers as required
- Liaise with visiting artists/agents regarding print provided, proofing as required, and manage the distribution of this (sometimes including overprinting)
- Maintain display boards in the arts centre and around town
- Work with print distributors to identify and deliver marketing to target areas

##### Digital:

- Ensure effective and accurate digital marketing
- Content management of the website

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- Creating and distributing e-newsletters
- Designing and creating digital e- flyers (using photoshop)
- Running all organisational social media platforms, including using and implementing social media marketing
- Work with the external website development agency to oversee changes to the website and ensure great user experience and functionality

### Media:

- Write and distribute press releases
- Deal with press enquiries
- Identify key events for extra media exposure, inviting contacts to appropriate events
- Updating listings online
- Maintain ongoing working relationships with key media contacts
- Identify worthwhile paid advertising opportunities

### Strategy:

- Create and implement a marketing strategy that enables the organisation to meet its audience development targets
- Devise and deliver marketing campaigns within agreed timelines and budget
- Create and deliver marketing plans relevant to each season (The Pound / Rural Touring) and Festival
- Work with Audience Agency, using the Audience Finder dashboard to gather and analyse data, updating marketing plans in response
- Carry out market research as required
- Research and develop new audience segments
- Manage the marketing budget

### Friends Scheme

- Maintain contact with Friends of Pound Arts (membership scheme) to ensure they receive membership benefits and information on events and opportunities
- Manage the Business Friends scheme

### Other Responsibilities

- Working one day a week on the box office and 1 in 4 Friday evening and Saturday afternoon/evening shifts as Duty Manager, overseeing all hirers and events. Additional Duty Management if required to cover annual leave of other staff
- Box Office duties, including excellent customer service
- Assist with daily venue needs
- Work closely with colleagues in relation to all marketing and communication matters
- Act as a representative and advocate of the organisation
- Administrative duties: printing/filing
- Attend Networking Events/Conferences/Training to ensure the smooth and effective running of the organisation
- Additional duties as required

**Person Specification**

**(D = desirable; E = essential)**

**Skills and knowledge**

Outstanding verbal and communication skills	E
Excellent interpersonal and organisational skills	E
Ability to develop strong working relationships with key contacts	E
PC literate	E
Experience of web based content management systems (basic knowledge of HTML coding a plus)	D
Experience of online mailing list providers	D
Basic Knowledge of Photoshop (or equivalent)	D

**Experience**

Administrative experience, including budget management	E
Experience of marketing in the arts sector	D
Knowledge of social networking/media management	D
Sales and/or customer service experience	D
First Aid qualification	D
Experience of box office systems, in particular ProVenue Databox	D

**Personal qualities**

A keen interest in and knowledge of the arts	E
Supportive team member	E
Highly motivated with a willingness to take responsibility	E
Ability to work under pressure and observe deadlines	E
Ability to use initiative & think creatively	E
Attention to detail	E
Weekend and evening work shift flexibility and reliability	E

## TERMS AND CONDITIONS

<b>Title of Post:</b>	Marketing Officer (maternity cover)
<b>Working hours:</b>	37.5 hours per week, including evening and weekend work. There is no paid overtime, we operate a TOIL system.
<b>Holidays:</b>	For full time staff, the annual bank holiday entitlement is 20 days plus statutory bank holidays. For part time staff, the holiday entitlement is pro rata.
<b>Salary:</b>	£15,000 to £17,000 per annum, dependant on experience.  Salaries are paid monthly in arrears by BACS on the final working week day of each month.
<b>Probation:</b>	There is a two month probationary period which will be followed by a review meeting.
<b>Notice period:</b>	Two months.
<b>Equal Opportunities:</b>	<i>Pound Arts</i> is committed to promoting equality of opportunity in its employment practices. In particular the company aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, colour, ethnic or national origins, marital or civil partner status, sex, sexual orientation, gender reassignment, age, disability or religious beliefs.

## OTHER INFORMATION

A DBS check will be undertaken

All employees have a duty under the relevant Health and Safety at Work laws to ensure their working environment is kept free of hazards that may prove injurious to themselves, their colleagues and all those engaged in Pound business as well as any visitors

All employees have a duty to comply with The Pound arts centre's Equal Opportunities Policy in their contacts with other staff, customers and visitors.

The post holder will maintain appropriate customer confidentiality information and will be expected to comply with all aspects of the Data Protection Act.