

Babylon ARTS

Job Description & Person Specification

Marketing & Communications Officer

CONTEXT

Babylon ARTS, (operated by Arts Development East Cambridgeshire) is a charity committed to inspiring, developing and delivering quality arts events and activities to engage communities across the fens. We were established over 27 years ago and operate from our micro arts venue Babylon Gallery situated on the riverside in Ely where we hold art exhibitions and live events. We run professional arts projects in communities across Cambridgeshire and work with many local organisations and libraries to bring quality creative projects into communities. We also run Babylon Cinema at the Maltings in Ely and are the lead Consortium partner for the Creative People & Places MarketPlace project.

ROLE DESCRIPTION

JOB TITLE:	Marketing & Communications Officer
FT/PT:	Part Time, 0.6 FTE. (22.5 hours per week)
LOCATION:	Babylon Arts, Waterside, Ely, CB7 4AU. Hybrid working will be considered.
SALARY:	£24,720 pro-rata per annum + 3% Pension Contribution (subject to employee contributions being made)

MAIN PURPOSE OF THE ROLE

The Marketing & Communications Officer (M&C Officer) plays a crucial role in shaping and supporting how we communicate the huge variety of work that we do. This will include promoting events and activities with the aim of selling tickets, increasing engagement with our programme and developing the ways we share the stories and impact of the work we do, through our projects. It's our aim to increase the visibility of the work we do and the number of people we're reaching and your work will form an essential part of how we achieve this.

The M&C Officer will need to draw upon their knowledge of marketing and communications practice to help responsively implement marketing and communications duties, which will include growing the Babylon ARTS Friends/Membership Scheme and provisioning marketing support to third parties such as Ely Arts Festival and MarketPlace.

LINE MANAGEMENT

The Marketing & Communications Officer is line managed by the Chief Executive.

KEY DUTIES AND RESPONSIBILITIES

- Produce marketing plans for each aspect of our work (Cinema, Events, Gallery, Projects as required) and ensure all team members are aware of their responsibilities in relation to it.
- Deliver the marketing plans, with guidance from the Chief Executive, with duties including:
 - Writing and distributing press releases and maintaining a press contacts list
 - Creating briefs for the design of printed materials and liaising with external designers and printers
 - Creating briefs for film-makers and photographers and monitoring their work carried out against the brief
 - Running social media campaigns to amplify the messages and create a buzz
 - Using Content Cal and other software and applications to manage and increase social media presence
 - Copywriting for the website, printed materials, e-newsletters, social media and other communications media
 - Ensuring the Babylon ARTS website is kept up to date
 - Using the Patronbase CRM system to monitor and focus communications effectively
 - Producing assets for print and web communications, such as e-cards
 - Monitor the effectiveness of the marketing plans and adjust activity accordingly.
- Look for ways to engage new audiences and increase the number of people who attend our events and activities.
- Support the growth of the Babylon ARTS Friends/Membership scheme to help increase both income and engagement with the programme.
- To actively monitor and review data in relation to engagement figures and how marketing and communications is supporting Babylon ARTS' aims and objectives and helping us to meet targets set. This will be through using a new evaluation framework.

Our marketing support for others:

As a key arts development organisation in the fens, Babylon ARTS provides marketing and box office support to other organisations, projects and groups. Duties include:

- Liaising with the third party to create engaging social media and website content and posting it as necessary
- Preparing and sending out press releases
- Collating content from third parties for brochures, posters, leaflets and other print or digital outlets
- Occasional 'on the ground' support with marketing and promotion at events
- Providing advice and guidance to third parties to help them achieve their communications goals

General:

- Provide written and verbal reports as requested by the Chief Executive

- Assistance with answering telephone and email enquiries as part of the small team.
- Support the delivery of events, especially with on-the-ground marketing and promotion of the brand, including (but not exclusively) maintaining real time social media presence.
- Occasional support on the Gallery box office desk to cover staff absence
- Any other duty that is reasonably required to support the smooth running of Babylon ARTS' operations and activities.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education & Training:	GCSE (or equivalent qualifications) in English and Maths (grad A-C)	Degree/qualification in arts marketing or communications or equivalent experience.
Knowledge of:	<p>How branding and marketing are key tools for an organisation to communicate effectively.</p> <p>Strategies for increasing the awareness and profile of a brand/event/activity to help grow diverse audiences and increase participation in the arts.</p>	<p>The General Data Protection Regulation and how it relates to our work.</p> <p>Developing audiences, particularly in rural areas where transport and infrastructure can be a limiting factor.</p> <p>Accessibility considerations for diverse audiences.</p>
Relevant Experience of:	<p>Arts, culture, community development or similar.</p> <p>Developing marketing plans for projects and events for diverse audiences.</p> <p>Using online platforms and social media.</p>	<p>Working in a small team as the marketing lead.</p> <p>Using packages such as InDesign, Photoshop, film editing software.</p> <p>Tools such as Mailchimp. CRM systems.</p> <p>Creating and monitoring budgets</p>
Skills and abilities	<p>High level of organisation and can demonstrate the ability to plan, manage their own workload and use their own initiative.</p> <p>Highly literate, demonstrated by strong writing and communication skills, including copy writing for print and press for diverse audiences.</p>	<p>Ability to design communication materials for print and online.</p>

	<p>Can provide engaging and appealing marketing and communications copy and materials for diverse audiences.</p> <p>Excellent attention to detail, both when checking copy and when dealing with financial processes such as invoices etc.</p>	
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Personal attributes	<p>Able to work effectively in a team, whilst also being able to work independently</p> <p>Demonstrates a 'can do' attitude and the ability to motivate people and lead by example</p> <p>Supportive of others and able to share knowledge and skills effectively</p>	
General	<p>Enthusiasm for professional development in order to achieve additional skills as required by the role.</p> <p>Willingness to participate in MarketPlace peer learning as needed.</p> <p>Ability to work flexible hours to meet project requirements (some evening and weekend work may be required when events are held).</p>	

This role will necessitate working occasional unsocial hours during evenings and weekends. Babylon ARTS operates a Time Off in Lieu (TOIL) system to enable staff to take back additional hours worked. Business travel is reimbursed through expenses.

The post may be subject to an enhanced DBS disclosure. You will be required to provide the necessary documentation for the checks to be carried out. We also reserve the right to request additional DBS checks at any time in the future.

Babylon ARTS is an equal opportunities employer. We celebrate diversity and are committed to providing an inclusive environment for all our employees.

To apply:

Please complete the application available from our website: <https://www.babylonarts.org.uk/opportunities.htm> and return it to office@babylonarts.org.uk by 10am on Friday 22nd July 2022. CVs will not be accepted.

If you require any assistance in completing the form or require more information please call 01353 616991 or email office@babylonarts.org.uk.