



Job Description & Person Specification

Marketing & Communications Officer (Market Place)

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 in Ely and beyond. We were established over 20 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 East Cambridgeshire and work with many local organisations and libraries to bring quality creative projects into communities. We also run Ely Cinema at the Maltings in Ely.

Market Place (Phase Two) is one of 21 projects that form part of the Arts Council England funded Creative People and Places (CPP) programme. It is an ambitious audience development programme, which seeks to increase audience engagement in arts across Fenland and Forest Heath districts. As with all CPP programmes, Market Place is governed by a Consortium of organisations with Babylon ARTS, being the lead organisation. It is the largest of our projects. This job description marks the start of the second phase of Market Place. The first phase ran for just under four years and ended 31st October 2018.

ROLE DESCRIPTION

JOB TITLE: Marketing & Communications Officer (Market Place)

FT/PT: Part Time. 22.5 hours per week. One year fixed term contract, with possibility of extension.

LOCATION: Babylon Arts, Waterside, Ely, CB7 4AU

SALARY: £22,000 pro-rata per annum

MAIN PURPOSE OF THE ROLE

The Marketing & Communications Officer (M&C Officer) plays a crucial role in shaping and supporting how we communicate the CPP Market Place approach to our communities, our partners, our funders and the wider public.

The M&C Officer will need to draw upon their knowledge of marketing and communications practice to help develop a marketing strategy with support from the team, which will inform their creation of marketing plans for phase two of Market Place (November 2018 to October 2021). They will use their skills and experience to deliver the plans, with input from the rest of the Market Place Team and Consortium members.

LINE MANAGEMENT

The Marketing & Communications Officer is line managed by the Market Place Creative Manager.

KEY DUTIES AND RESPONSIBILITIES

- Working with the Market Place team, to help develop a marketing and communication strategy for Phase Two of Market Place.
- Produce marketing plans for each aspect of the Phase Two Market Place project to deliver the strategy and ensure all team members are aware of their responsibilities in relation to it.
- Deliver the marketing plans, with guidance from the Market Place Creative Manager, 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
 - Copy writing for the website, printed materials, social media and other communications media
 - Where appropriate producing designs for print and web communications
- With the Creative Manager, monitor the effectiveness of the marketing plans and adjust activity accordingly.
- Work with external consultants *Culture 24*, to develop digital communications plans as part of Phase Two of Market Place
- In reference to the Phase Two Market Place Audience Development Plan, ensure marketing is targeted to appropriate audience segments.
- Liaise with other CPP projects across the national network, to share learning and advocate on behalf of the Market Place project.
- Respond to opportunities to share stories of our success which feed into local, regional and national profile raising.
- Support the delivery of Market Place events, especially with on-the-ground marketing and promotion of the brand, including (but not exclusively) maintaining real time social media presence.
- Providing written and verbal reports as requested by the Creative Manager and Executive Director.
- Assistance with answering telephone enquires as part of the small office-based Market Place team.
- Any other management, coordination, administration work and duties as can be reasonably expected in order to ensure effective delivery of the Market Place project.

NOTE:

Due to the fact that Market Place is an Action Research Project, the scope and responsibilities of this role may need to be updated or changed; this would be done in consultation with the Marketing & Communications Officer.

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.

This role will necessitate occasional travel across the Market Place areas (Fenland & Forest Heath). Otherwise the role is predominantly office based. 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.

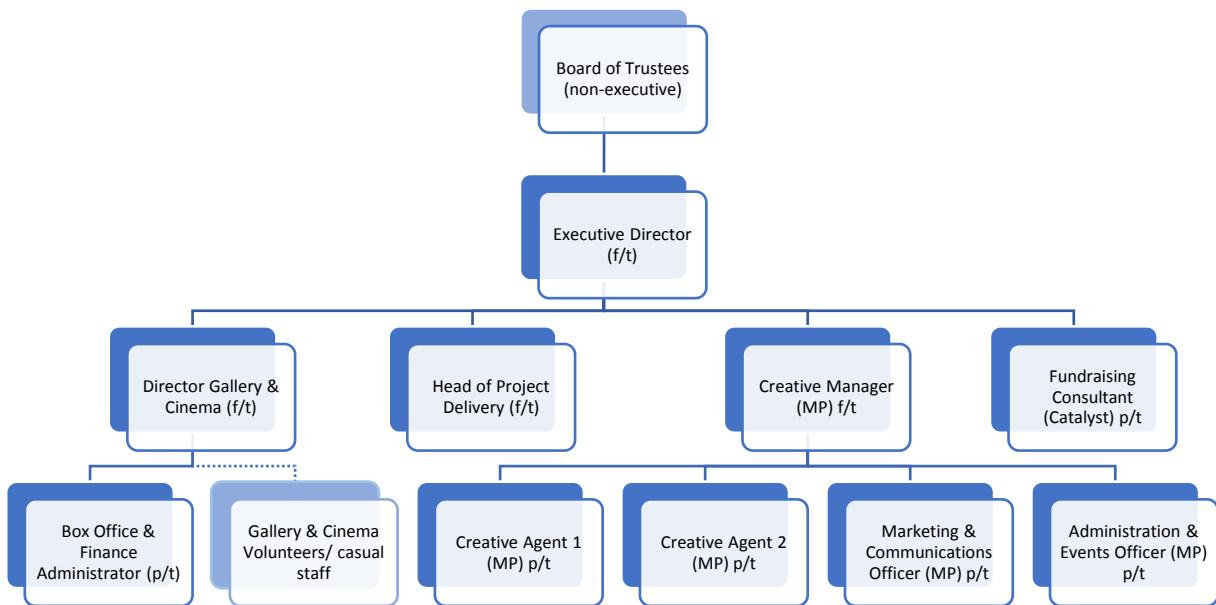
Babylon ARTS is an equal opportunities employer. We celebrate diversity and are committed to providing an inclusive environment for all our employees.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education & Training:		Degree in arts marketing or communications.
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 audiences and increase participation in the arts.</p>	The General Data Protection Regulation and how it relates to our work.
Relevant Experience of:	<p>The arts and community development.</p> <p>Developing marketing plans for projects and events.</p> <p>Creating and monitoring budgets</p> <p>A strong track-record of using online tools such as Mailchimp, CRM systems and social media.</p>	<p>Working in a small team as the marketing lead.</p> <p>Using packages such as InDesign, Photoshop and film editing software.</p>
Skills and abilities	<p>Has a 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.</p> <p>A creative flair for communication, can provide engaging and appealing marketing and communications copy and materials.</p> <p>Excellent attention to detail, both when checking copy and when dealing with financial processes such as invoices etc.</p>	Ability to design print and online communication materials.
Personality	<p>Confident, professional, enthusiastic and resilient</p> <p>Able to work effectively in a team, whilst also being able to work independently</p> <p>Demonstrates energy and enthusiasm and the ability to motivate people</p>	

	and lead by example	
	Supportive of others and able to share knowledge and skills effectively	
General	<p>Enthusiasm for professional development in order to achieve additional skills as required by the role.</p> <p>Willingness to keep their knowledge about the wider CPP programme up to date and to participate in peer learning through Workplace and CPP Gatherings</p> <p>Ability to work flexible hours to meet project requirements (some evening and weekend work may be required when events are held).</p>	

Organisational Chart



MP = Market Place (Creative People & Places Programme) Catalyst = Development programme funded by Arts Council England, active until 31 March 2019. Expected staffing structure from 1st November 2018.