



Job title: Marketing and Audience Development Manager
Reports to: First Art Director
Salary: £30,000 per annum, pro-rata
Hours: 22.5 hours per week (full-time 37.5 hours)
Fixed term: Contract ending 31 October 2021 (with possibility to extend the contract but dependant on funding)

First Art Information

First Art is a partnership of five organisations, led by Creswell Crags in partnership with Junction Arts, City Arts, the Prince's Trust and Ault Hucknall Environment Action Group. First Art is an artistic programme that inspires communities in Ashfield, Bolsover, Mansfield and NE Derbyshire to experience and get involved in the arts by bringing exceptional cultural experiences within reach of everyone. First Art is part of the Creative People and Places programme and is supported using public funding by the National Lottery through Arts Council England.

First Art has already completed the first phase of its work and recently received funding from National Lottery through Arts Council England. The second phase of funding takes place from 2018 to 2022.

The Creative People and Places programme has 21 programmes across England where arts engagement is significantly below the national average.

Background information on First Art can be found on our website at www.firstart.org.uk.

Background information on the Creative People & Places programme can be found at www.creativepeopleplaces.org.uk

About the role

Situated in the main Creswell Crags office and possibly other consortium partner's offices, the First Art team will be involved in developing a diverse artistic programme over the next 3 years. The team will provide all activity associated with the First Art programme including artistic programming, marketing, fundraising, audience development and evaluation. The team will work with a range of local people to help make decisions about the programme as well as a range of artists and partners locally, nationally and internationally. As a result, the First Art team will communicate with a wide range of people from audience members, staff, service providers and freelance artists.

Due to the nature of the programme, the role requires some evening and weekend working.

Core office hours are between 9.00am – 5.30pm

Principal purpose

- The Marketing and Audience Development Manager is responsible for promoting First Art's wide range of artistic and community activity, building audiences and raising First Art's profile. This will be achieved by devising, implementing, monitoring and evaluating marketing strategies for First Art's activities and effectively contributing to the achievement of financial, audience, outreach and artistic objectives.

Specific Duties

Strategic

- Develop and implement a focused and ambitious Marketing and Audience Development strategy with supporting strategies which support First Art's vision and aims within its Business Plan

Management

- To proactively secure and manage relationships with press and media contacts and key suppliers, including design, print, email and website agencies in each area that First Art operates
- In consultation with the Director set and manage the annual marketing budget and individual event and project marketing budgets
- Lead on the management of channels which support stakeholder communications including e- newsletters and social media accounts (Facebook, Twitter, YouTube, Instagram etc)
- To manage the development of the First Art website and to regularly upload and provide content for the site to ensure a smooth journey for website visitors. This includes using analytics to continually inform the optimisation of the site
- To manage the data storage systems for First Art including CRM, marketing and digital assets
- To develop and manage First Art's box office and ticketing systems. This includes providing financial and audience reports through these systems

Marketing and brand development

- To develop and communicate First Art's visual identify and brand locally and nationally, ensuring consistent tone and messaging across all communications
- To ensure a regular flow of up-to-date and engaging content to First Art's social media pages (Twitter, Facebook, YouTube, Instagram), website and other platforms to reach target audiences
- To translate learning from the programme into actions that support and influence the Marketing and Audience Development Strategy
- Create, manage and implement creative, integrated marketing campaigns for First Art to include: managing campaign budgets; collaborating with designers, filmmakers and photographers to create digital and print marketing collateral; writing copy; creating and managing paid digital campaigns across social media platforms (Facebook, Twitter, Instagram etc); planning distribution and mail outs and setting up promotions and partnerships



Monitoring and evaluation

- To manage evaluation and monitoring data from audiences to evidence the overall impact of marketing and audience development activities
- Prepare and present regular performance update reports and evaluation materials that provide analysis and assessment of marketing achievements
- Take an active part in regular evaluation and monitoring meetings

Governance

- Contribute to the provision of written materials, budgets, evaluations and other information as necessary for Board and stakeholder meetings
- Assess and report on the effectiveness of marketing campaigns against objectives
- Act as a representative for First Art across a range of forums as required

General

- Undertake appropriate training as agreed with the Director
- Actively participate in evaluation and appraisal
- Work closely with the First Art team to support logistics for events/activities to ensure high quality experiences for audiences. This includes supporting and troubleshooting on the day of events to ensure that all runs smoothly
- Work within Creswell Crags' established policies and practices
- Carry out any other specific tasks as may be reasonably required by the First Art Director

Person Specification

Essential Criteria

Experience

- A degree or equivalent qualification in marketing or a related field
- A minimum of 2 years' experience in an arts marketing environment as a Marketing Manager or similar
- Experience of creating and implementing marketing and/or audience development strategies
- Experience of delivering marketing and communications activity and campaigns
- Experience of successfully delivering a range of social media activity to promote events or activity in a work environment
- Experience of planning and commissioning/producing marketing collateral
- Experience of press and media liaison
- Experience of website development, maintenance and management
- Demonstrable experience of brand development and positioning
- Experience of working with a broad range of people and partners
- Experience in audience database development and management



Knowledge & Skills

- Strong and proven copywriting skills
- Strong attention to detail
- Knowledge and understanding of evaluation and reporting to demonstrate the impact of activity
- Excellent oral and written communications skills, including the ability to communicate professionally with all stakeholders and audiences
- Excellent interpersonal skills with people at all levels, both internally and externally
- Knowledge of Microsoft Office, particularly Outlook, Word and Excel
- Ability to plan and organise own workload, meet deadlines and work under pressure on own initiative
- Analytical skills to monitor the performance of campaigns and review web, email and social media analytics to inform marketing activity
- Strong project management and budgeting skills to effectively deliver campaigns
- Able to work evenings and weekends as required with reasonable notice

Desirable

- An understanding of equal opportunities and cultural diversity issues
- Genuine interest in the arts
- Experience of working for a museum or arts organisation
- Skills in graphic design and using Adobe creative packages Photoshop and InDesign

How to apply

Please submit up to a 2-page A4 letter plus an up-to-date CV addressing your interest and suitability for the post with particular reference to the Person Specification. First Art is committed to equal opportunities and will treat all applications fairly on the basis of written submissions. Please include with your submission a copy of the completed equal opportunities monitoring form.

Please also supply the names, addresses and contact information (email and phone) for two referees, one of whom should be your current/most recent employer.

Applications should be sent to info@firstart.org.uk or posted to:

Karl Greenwood
First Art Director
Creswell Craggs
Craggs Road
Creswell
Worksop
S80 3LH



Deadline for Applications

All applications must be received by 1pm on Thursday 10 January 2019

Interviews will take place on Thursday 17 January 2019 at Creswell Craggs

Terms and Conditions information

The post of Marketing and Audience Development Manager is offered on a part-time temporary basis until 31 October 2021.

Salary

The salary will be in line with the full time equivalent of £30,000 per annum, pro-rata (£18,000) at 22.5 hours per week

Main place of work

Creswell Craggs, Craggs Road, Creswell, Worksop S80 3LH

Annual leave

Full time staff are entitled to 32 days paid leave per annum, including Bank Holidays. Part time staff entitlement is pro-rata that of full time staff.

Hours of work

The hours of work for this role is based on 3 days per week at 22.5 hours per week (excluding 30 minute/1 hour lunch) to be worked flexibly across Monday to Friday. You will be required to work some evenings and weekends as required.

Whilst flexibility is required regarding start and finish times, the core office hours are between 9.00am – 5.30pm

Any hours in addition to your normal hours are to be agreed in advance with your manager.

Overtime is not applicable to this post. Time Off In Lieu will be given if approved in advance with the Line Manager

Probationary & Notice Period

The probationary period for this post is 6 months. The notice period during the probationary period is 2 weeks. Following successful completion of the probationary period the notice period is 4 weeks.

Pensions

All eligible staff are automatically opted in for the Creswell Heritage Trust's basic pension scheme under auto enrolment legislation. From 6 April 2018 the employee makes a contribution of 2% and Creswell Heritage Trust will contribute 2% of qualifying earnings.

All offers of employment are subject to the candidate being able to provide suitable proof of their eligibility to work in the UK and references.