



The Little Keep, Barrack Road, Dorchester, Dorset DT1 1SQ  
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www.artsreach.co.uk | info@artsreach.co.uk

## Opportunity to join our team as **Marketing Officer**

### **Job Description**

#### **Summary**

Artsreach is Dorset's rural touring arts charity, presenting a programme of professional theatre, dance and music in rural communities of the county through a network of community volunteers. Artsreach is part of Arts Council England's national portfolio and receives core funding from Dorset Council. Artsreach celebrated its 30<sup>th</sup> Anniversary in 2020!

#### **Person Specification**

We are looking for a highly motivated and creative individual to assist with the marketing of all Artsreach events, to develop the Artsreach brand, and to support the Executive Co-Directors. You will be working alongside a highly motivated but small team to provide a professional service, accessible to the public through a network of volunteers.

The key emphasis of the role will be the promotion and enhancement of the Artsreach brand to increase participation in our activities through maximising the benefits of social media and responding to the needs of our audience, promoters and investors.

The successful candidate will be able to demonstrate marketing and communications experience in both traditional and digital media. Creativity, attention to detail, a good teamworking ethos plus a knowledge of and passion for the performing arts are essential to this role. Excellent communication and interpersonal skills are required, as is an understanding of the power of arts and culture at professional and grassroots, community and voluntary level.

The successful candidate will lead on the creation of a marketing strategy and audience development plan for Artsreach, whilst confidently managing their time to deliver daily marketing activity.

#### **TERMS AND CONDITIONS**

**Job Title:** Marketing Officer

**Term:** 6-month part-time contract, 2 days per week, with potential for extension

**Preferred start date:** As soon as possible, ideally week commencing 9 August 2021

**Salary:** £24,982 pro-rata (Scale 6, SCP 18)

**Holidays:** 21 days plus Bank holidays & extended seasonal holiday pro-rata

**Place of work:** Artsreach, The Little Keep, Barrack Road, Dorchester DT1 1SQ

**Reports to:** Executive Co-Directors / Marketing Manager

## **JOB DUTIES**

### **General**

- Devise, implement and report on both Audience Development and Marketing plans/strategies, in consultation with the Marketing Manager
- Provide support and advice to promoters for their forthcoming events
- Monitor box office sales/information and other routine marketing correspondence to promoters in advance of their events
- Support, develop and analyse audience development projects
- Co-ordinate box office information (including online ticketing) where appropriate
- Devise specific project marketing strategies as required
- Identify and create other promotional opportunities including shared promotions with partners and collaborators

### **Print & Publicity**

- Provide traditional marketing and publicity support for Artsreach activities and projects, namely producing print and digital packs for volunteer promoters
- Design / produce high quality in-house print materials as required
- Source/write copy and images for marketing support materials as required
- Draft and submit online and offline event listings

### **Digital Marketing**

- Create, develop and deliver e-mail and social media campaigns and analyse results
- Review and update the Artsreach website, supported by the Marketing Manager
- Develop and maintain other online outlets – eg. event listings on external sites

### **Press & Media**

- develop and maintain relationships with national, regional and local press and media
- support the Marketing Manager in writing and following up press releases
- support the Marketing Manager to maintain media/press contacts lists
- Co-ordinate and attend media interview opportunities as appropriate

### **Monitoring & Evaluation**

- Inputting data into Artsreach databases as required
- Support the delivery, inputting and analysis of audience surveys

### **Additional**

- Answer and make telephone calls, send emails and respond to enquiries
- Attend Artsreach events as required: providing practical support to ensure a quality event, carrying out audience surveys and encouraging people to join the mailing list
- Attending professional development training and other opportunities as appropriate
- Other reasonable duties as deemed necessary

## REQUIREMENTS AND SKILLS

Working within a small team can at times be highly pressurised so we require someone who enjoys working under pressure, is quick to learn new skills and is flexible in approach.

### Essential:

- At least two years of experience of working in arts marketing, creating, delivering and evaluating marketing campaigns
- Knowledge of design and editing software such as InDesign
- Proven track record of using social media creatively to drive engagement, particularly via twitter, Instagram and Facebook
- Experience designing and delivering email marketing campaigns using publishing platforms such as Mailchimp
- Ability to create promotional materials such as posters, flyers and digital graphics
- Experience reaching audiences through print and digital marketing
- Experience using a website content management system
- A proactive approach to acquiring and creating content such as images, videos and text
- Experience developing, delivering and monitoring audience development and marketing strategies
- A creative thinker with drive and confidence and the ability to be self-motivated and work unsupervised with effective time management
- Excellent organisational and analytical skills
- Excellent written communication skills and very high levels of literacy
- Ability to handle administrative matters and record keeping
- Proven interest in digital marketing including new technologies and best practice
- Someone who is hands-on and willing to support the team with additional tasks
- A willingness to work outside normal working hours on occasion
- Full driving licence and use of own vehicle (mileage on AR business claimable)

### Desirable:

- Educated to degree level, CIM diploma or equivalent industry experience
- Experience of using databases and analysing data/reports
- Knowledge of Dorset's social & geographical landscape
- Experience of charitable/voluntary sector

## HOW TO APPLY

Please visit the Artsreach website and download/complete the Artsreach Job Application Form, using the Guidance Notes. Your application should set out the knowledge, skills and experience you offer set against the person specification and skills requirements in the Job Description, and give examples of actual activities where possible.

Applications should be submitted either by email to [info@artsreach.co.uk](mailto:info@artsreach.co.uk) or by post to Artsreach, The Little Keep, Barrack Rd, Dorchester DT1 1SQ

**Closing Date for applications is 5pm on Friday 9 July 2021.**

**Interviews planned for week commencing 26 July 2021**