

Recruitment Pack

Marketing and Communications Manager (part-time, maternity cover)

Application Deadline: 9am, Monday 18th March 2019

Interview Date: Thursday 28th March 2019



What we do

Bedford Creative Arts (BCA) creates transformative experiences and new possibilities through high quality contemporary art for everyone, centred on the values of full engagement, inclusion and inspiration.

We believe great art can enhance and transform people's lives. We innovate to produce original, imaginative, extraordinary, adventurous and often provocative art works and encounters in every day and unconventional places.



We commission and enable art that directly engages the public through collaboration with exceptional artists. We also work intensively in the education sector locally to inspire young people and schools to engage with culture.

We work primarily in Bedfordshire and the South East, however our work has national significance and profile.

In the last three years we have worked with 245 artists, commissioning over 90 of them to create 26 new works, which have been seen by over 122,500 people.

We are a National Portfolio Organisation (NPO) of Arts Council England and our programme theme for the next four years will look at 'future communities'. Through this, we want to work with a range of artists to explore how our communities can evolve into a new and uncertain future.

Our Values

Engage – Our work seeks to engage a wide range of communities in the act of making art

Include – Our work seeks to include people from all walks of life

Inspire – Our work seeks to inspire people and communities towards a transformation, a change, a new and better place, a new meaning

Our staff team

BCA is a small team of nine people, led by its Director, Elaine Midgley.

We have two lead producers who run our commissions programme and education work, and a team of mostly part-time producers, managers and support staff that deliver our year-round programme of project work.

An organisation chart is below.

About the role

BCA is looking for a creative, organised and highly motivated part-time Marketing & Communications Manger to cover our post-holder on her forthcoming maternity leave.

You will play a key role in deepening audience engagement, promoting our events, raising our profile and implementing our marketing and communications strategy.

You will lead on managing all online, digital and printed communications as well as PR and audience evaluation tools.

You will have a proactive attitude to your work and ensure that the organisation continues to reach diverse audiences through a range of media including traditional marketing methods and digital initiatives. You will be experienced in using evaluation techniques to ensure we reach the right audiences

Terms & Conditions

Hours of Work: This position is offered for 15 hours per week (2 days). These hours can be worked flexibly across Mon-Fri 9am – 6pm.

Contract Term: A minimum term of 6 months starting May 2019. Please note, this is a maternity cover contract and the contract may be extended for up to one year.

Salary: The full-time equivalent salary band for this position is £23,000 – £25,000.

Benefits:

- BCA offers 20 days holiday per annum plus bank holidays (pro rata for part-time employees).
- We offer a NEST pension scheme with a 3% employer contribution.
- Some home working provision is available.

Proof of the right to work in the UK will be required before appointment.

Job Description & Person Specification

Job Title: Marketing & Communications Manager

Reports to: Director

Line reports: None

Salary Band: Manager

It is our intention that this job description is seen as a guide to the major areas and duties for which the employee is accountable. However, the employee's obligations are bound to vary and develop, so the job description should be seen as a guide and not as a permanent, definite and exhaustive statement.

Job Purpose

The Marketing and Communications Manager is responsible for developing, managing and delivering our communications, and telling the story of our work through a range of media. This role will raise our profile and ensure our projects and programmes are promoted effectively to build audiences for BCA's work.

Duties and Responsibilities

Marketing	
Duties & Responsibilities	Outputs & Outcomes
<ul style="list-style-type: none"> • Manage and deliver all online and offline marketing, including general organisational marketing & project-based marketing • Manage and update the BCA website liaising with staff and working closely with our website provider • Handle all social media activity to ensure it is dynamic, targeted and drives traffic • Ensure effective systems underpin our marketing efforts • Research and secure all marketing related suppliers and partners, ensuring high quality and best value 	<ul style="list-style-type: none"> • Effective print & publicity produced for the organisation and its projects and distributed in an effective and timely fashion • Website well maintained and up to date • Dynamic social media activity • High quality delivery providers contracted e.g. designers, printers etc
PR & Communications	
Duties & Responsibilities	Outputs & Outcomes
<ul style="list-style-type: none"> • Build and maintain successful relationships with local, national and specialist press • Produce press releases and handle all press related correspondence • Develop BCA's communications tools such as our CRM database and monthly e-bulletin • Ensure databases are up to date, accurate and growing and 	<ul style="list-style-type: none"> • Good levels of PR coverage for projects and BCA • Monthly e-bulletin produced • Up to date CRM databases of customers and press

<p>compliant with data protection requirements</p> <ul style="list-style-type: none"> Promoting the staff of BCA as specialists in their fields in relevant local, national and industry press 	
Strategy & Evaluation	
Duties & Responsibilities	Outputs & Outcomes
<ul style="list-style-type: none"> Implement the marketing and communications strategy Ensure accurate records are kept of marketing activity Ensure all marketing related reporting requirements for funders and stakeholders are met Evaluate audience and marketing data & present findings to enable strategic decision-making 	<ul style="list-style-type: none"> Marketing & Communications Action Plan managed Consistent brand activity Archive of marketing activity Evaluation delivered in a timely fashion Audience data analysis
Finance	
Duties & Responsibilities	Outputs & Outcomes
<ul style="list-style-type: none"> Handle marketing & PR related income & expenditure processes such as arranging payment of invoices Setting and managing marketing and PR budgets for marketing overheads and projects Regular re-procurement of marketing and PR related suppliers 	<ul style="list-style-type: none"> Income & expenditure processed accurately and in a timely fashion Accurate records maintained of financial transactions Marketing budgets are on track & well maintained Suppliers represent demonstrable best value
Compliance & General	
Duties & Responsibilities	Outputs & Outcomes
<ul style="list-style-type: none"> Ensure data protection compliance 	<ul style="list-style-type: none"> Full legal & regulatory compliance reflecting current best practice

<ul style="list-style-type: none">• To keep up to date with the arts, charity and marketing sector & best practice• To maintain a professional relationship with colleagues and external stakeholders at all times and ensure confidentiality and security of company business/information.• To be completely familiar with all operational aspects of equipment and processes in your area of responsibility and request training if necessary.• To be aware of and comply with all relevant company policies and procedures• To uphold the organisation's values.	<ul style="list-style-type: none">• Good working relationships with colleagues & stakeholders• A positive role model & example team member
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Knowledge/Education/Qualifications	Essential or Desirable
Educated to GCSE or equivalent in Maths and English	Essential
Good ITC knowledge – in particular MS Office packages, databases and cloud-based software	Essential
Knowledge of software for editing images & producing publicity materials e.g. Photoshop, Adobe Illustrator	Essential
A relevant marketing qualification	Desirable
Solid working knowledge of website management, hosting and CMS systems	Essential
Working knowledge of Data Protection	Essential
Experience	
Knowledge & understanding of the environment for arts organisations in the UK	Desirable
Designing and delivering programmes of marketing activity including print & digital	Essential
Writing successful press releases	Essential
Develop CRM databases & mailing lists	Essential
Working in an office environment	Essential
Development and implementation of marketing & PR strategy	Desirable
Developing PR & stakeholder networks and relations	Essential
Setting and handling budgets, income & expenditure	Essential
Handling contracts & procurement processes	Essential
Using CRM systems & website updating/development	Desirable
Using a variety of social media platforms including Instagram, Facebook & Twitter	Essential
Using digital marketing techniques	Essential
Designing & developing brands and brand awareness	Desirable
Working in the arts industry/arts marketing industry	Desirable
Abilities and Skills	
Excellent communication skills, especially written	Essential
Ability to write in a compelling and dynamic way, especially for PR, print & social media	Essential
Ability to manage competing priorities & clients	Essential
Ability to research and analyse marketing data	Essential
Organised and efficient in time management	Essential
Presentable and professional	Essential

Flexible and adaptable	Essential
Must be able to work on own and use initiative	Essential
Works well under pressure	Essential
Be a committed team member	Essential
Demonstrate high standards of customer service	Essential
Good at developing rapport with others	Essential
Business acumen	Essential

How to apply

To apply for this role please send a CV and covering letter (no more than 2 sides of A4) outlining why you think you are suitable for the role to office@bedfordcreativearts.org.uk

Please ensure your CV contains:

- Personal contact details
- Details of your current employment
- Dated employment history (job titles, duties & name of employer)
- Details of your education & relevant training
- Names of two professional referees (referees will not be approached before selection or without your permission)

Please also include a completed Equal Opportunities Monitoring Form, available separately.

The application deadline is **9am on Monday 18th March 2019.**

For an informal and confidential conversation about the role please e-mail or call Elaine Midgley on 01234 818670 elainem@bedfordcreativearts.org.uk before Fri 15th March.

Interviews

The initial interview date is Thursday 28th March 2019.

Interviews will be held at our BCA offices on Midland Road in Bedford.

Our office is fully wheelchair accessible, however if you have any additional needs at the interview stage, please inform us when you are invited to interview.

Privacy Notice

Bedford Creative Arts (BCA) complies with the Data Protection Act 2018 and the General Data Protection Regulation (EU) 2016/679 under the control of its Information Governance Policy. Your information will be stored confidentially and only be used for the purposes of selection and recruitment for the role applied for. Your information will not be transferred outside the organisation. By submitting an application, you are indicating that you are content for your details to be stored by BCA for the purposes of handling this recruitment process until such time as an appointment is made. After appointment, all application information will be safely destroyed unless you give us permission to retain it in our Talent Bank for the purposes of informing you about other future employment opportunities which may be of interest.

Equal Opportunities

Bedford Creative Arts is an Equal Opportunities Employer which means that all applications will be judged on the candidate's individual merit and abilities in relation to the job description for the role and no applicant will be unfairly discriminated against on the basis of any protected characteristic (as defined by the Equality Act 2010) or will be disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Thank you for your interest in working for Bedford Creative Arts

BCA Staff Structure

