

Recruitment Pack

Marketing Officer

Application Deadline: 9am, 9th December 2024

Interview Date: 17th December 2024



Processions, 2018 (image credit: Michelle Chalkley)

Bedford Creative Arts is an Arts Council England National Portfolio Organisation.
Our Registered Charity No. is 1119555. Company Limited by Guarantee 5305188.

About the role

This is an exciting, new creative marketing position ideal for someone developing their arts marketing career, who is talented at using communication platforms to share our passion for working with communities to a variety of different audiences.

What you will be doing

You will use a range of marketing tools to communicate to our diverse audiences, peers and partners about the exciting work of the company.

You'll take responsibility for handling digital content creation for our website, social media channels and newsletters and reporting on their effectiveness.

Supported by our senior management team and freelance marketing professionals, you'll input into marketing campaign creation, responsible for aspects such as commissioning photography, videography and imagery. You'll be creative at ensuring our marketing channels reach the right audiences for a diverse range of projects across different artforms.

You'll be responsive to the needs to different audiences, able to appreciate subtle changes in tone, approach and style whilst keeping up with the latest trends in arts marketing.

Who are we looking for?

We're looking for someone with drive to develop their career in the arts, not just as a marketing professional but as someone passionate about working for a Bedford charity. We're looking to meet someone with energy; keen to learn, keen to experiment and keen to help us learn from what you can bring to the team.

We're looking for someone with experience of marketing in a relevant sector, confident developing and executing marketing campaigns across digital channels.

You'll be efficient at organising your own workload and managing competing priorities. You'll be a highly effective communicator and a real team player – excited at the prospect of joining a small organisation with a close-knit team of collaborators equally passionate about the people we reach with our work.

We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join us and influence our working practice. We are particularly keen to hear from people from backgrounds that are currently under-represented on our staff team including people from UK minority ethnic backgrounds and candidates who self-identify as disabled, neurodivergent, male, non-binary or trans and/or LGBTQ+.

Thanks for your interest.

Terms and Conditions

Hours of Work: This position is offered for 30 hours per week (4 days), which can be worked flexibly by mutual agreement.

Contract: This is a permanent employment contract with a 3 month probationary period.

Salary: The post is offered at £27, 000 FTE per annum (full time equivalent salary pro rata'd to £21, 600 per annum for 4 days/30 hours per week).

Location: We offer hybrid working. You will be required to work from home or at on-site locations in Bedford Borough. No travel expenses will be provided for travel between your home location & Bedford Borough.

Benefits:

- BCA offers 25 days holiday per annum plus bank holidays (pro rata for part-time employees).
- We offer a NEST pension scheme with a 3% employer contribution.
- Access to IT & equipment to enable efficient homeworking can be provided.
- Access to an open plan desk space can be provided if homeworking is not reasonably practicable.

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

Flexibility is required to attend occasional events outside office hours.

What we do

Bedford Creative Arts (BCA) is a contemporary arts charity producing socially-engaged art projects across Bedfordshire.

We create art (using any artform) that is for, with, and inspired by communities.

Creative commissioning is at the heart of what we do, which is where an artwork is commissioned in response to a social objective or community need.

We also support our local peers through advice, mentoring & partnership to develop a thriving cultural ecology for Bedfordshire and work intensively in the education sector to inspire young people and schools to engage with culture.



News News News (image credit: Andy Willsher)

Our projects explore issues of social justice, challenge the status quo and raise questions that have the potential to influence practice and policy-making. We work predominantly in Bedfordshire but strive for our activities and learning to make a national impact on the sectors where we work and the world in which we live.

You can read about our programme on our website: www.bedfordcreativearts.org.uk

Each year we work with around 30 artists commissioning new works and activities that reach audiences of up to 20,000 per annum.

We are a National Portfolio Organisation (NPO) of Arts Council England and have been funded by a range of local and national funders including The Health Lottery, Paul Hamlyn Foundation and the National Lottery Heritage Fund.

Our Vision

Our vision is that future communities will have **an outrageous sense of entitlement to the arts** because of its power as a tool for positive social change.

Our Mission

We create art for, with, and inspired by communities.

We:

People – Put people at the heart of our work, working responsively and collaboratively with communities.

Place – Support place-making, shaping and enriching by helping communities to have a sense of identity, belonging, agency and pride in where they live.

Power – Support communities to use their power to provoke change, champion social and environmental justice, and strive for a just & equitable society

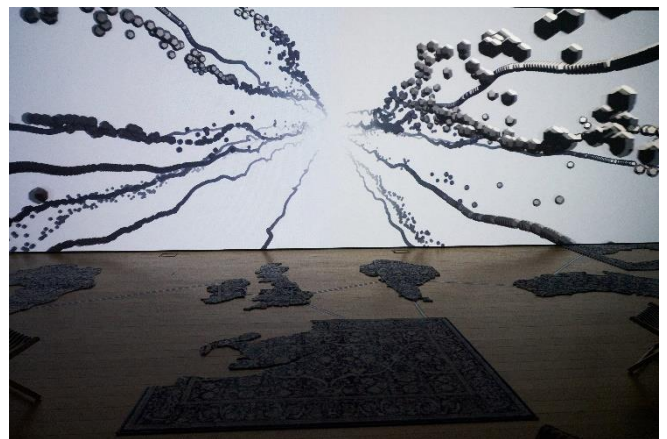
Possibility – Seek to ask questions and have conversations that challenge the status quo, support meaningful debate and enable radical ideas to be explored.

Practice – Use socially engaged artistic practice to develop knowledges, skills and tools that can be shared and used nationally.

Strands to our work

Commissioning

We commission artists to create new work with, in, and for, communities. This is done through any artform. We focus on social engagement through the arts by working closely with communities which can involve co-commissioning, participation and co-creation. We often work with those who don't normally engage with the arts.



Airship Dreams: Escaping Gravity (image credit: Andy Willsher)

We aim to tackle issues of importance and seek a wide audience for our work – working predominantly in Bedfordshire but sometimes nationally or internationally. We also have considerable experience of working in cultural education, often commissioning work with and for schools and colleges.

Partners we have collaborated with include Bedford Borough Council, the University of Bedfordshire and Royal Opera House Bridge.

Recent projects have worked with local refugees, those living in deprived wards of Bedford and the LGBTQ+ community.

Artists we have worked with include Andy Holden, Mira Calix, Caroline Wendling, Jennifer Allen (aka Quilla Constance), Kemi Onabule, Julie Myers, Maria Anastassiou, Chris Dobrowolski, Sadie Hennessy, Theatre Témoin, Sam Wiehl and Mike Stubbs.

Creative Ecology

We recognise that as a publicly funded organisation with significant experience we have a duty to develop the creative ecology in Bedfordshire.

This means that we take an active and leading role in supporting networks, consortiums and talent development for artists, producers, communities and organisations in Bedfordshire.



Beauchamp 'imagined futures' day (image credit: Cat Lane)

We run a Producer Hub for Bedford with 1 Degree East that mentors and supports local producers and self-producing artists to develop their skills. We are also co-founders of the free practitioner network, Creative Bedfordshire, regularly delivering networking and skills sharing events for our creative community.



The Vault 3D mural (image credit: Andy Willsher)

Our staff team

BCA is a small team led by the Director, Elaine Midgley.

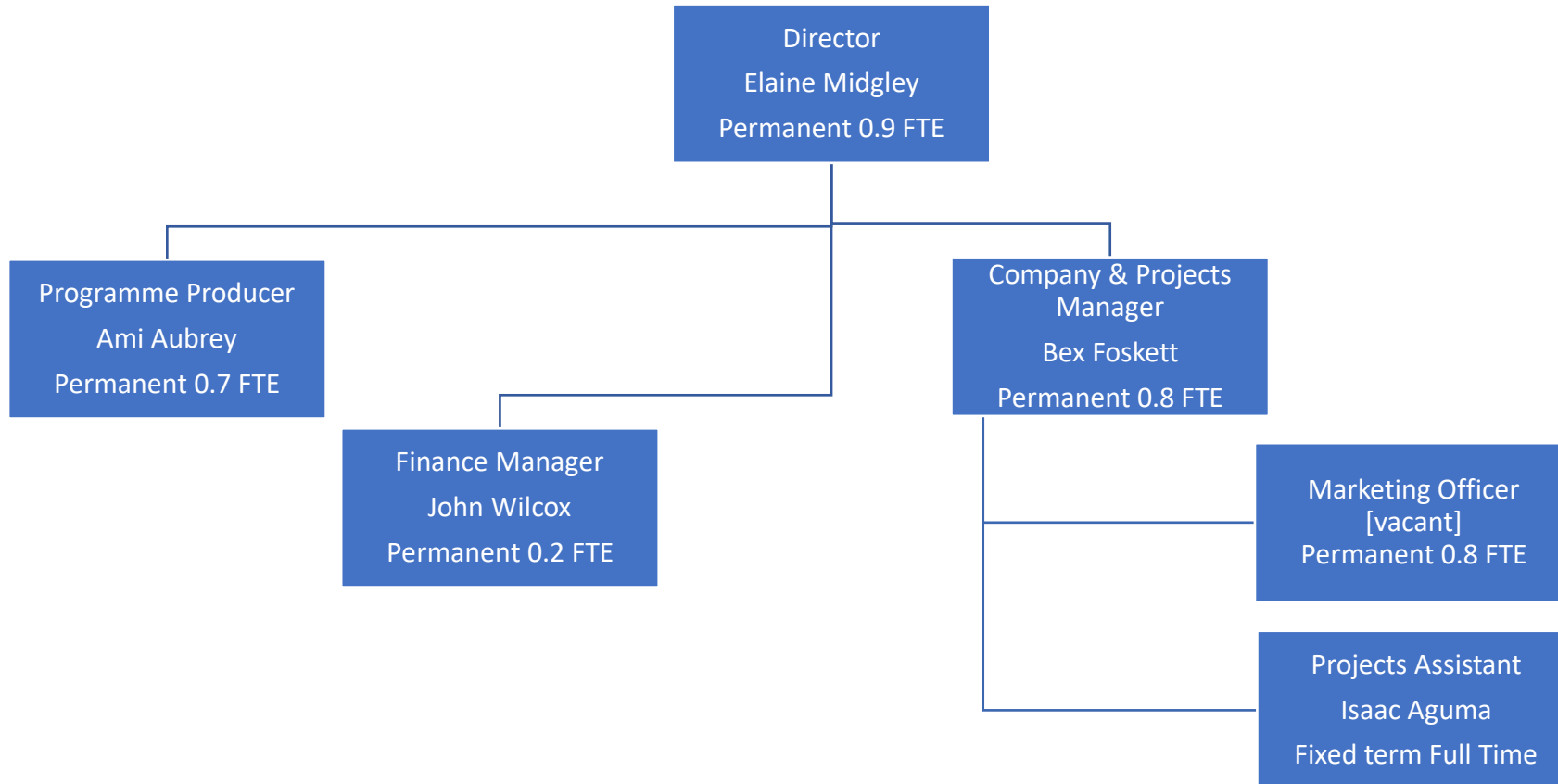
We have two senior managers (Ami Aubrey, Programme Producer & Bex Foskett, Company & Projects Manager) who drive the artistic programme supported by a team of mostly part-time producers, managers and support staff that deliver our year-round programme of project work. We contract and expand our team to accommodate our programme, working with additional producers and project managers as required.

This post is lined managed by Bex Foskett.

Profiles of our staff and current Board Members can be found at:

<https://bedfordcreativearts.org.uk/who-we-are/our-team/>

Staff Structure Chart



Job Description & Person Specification

Job Title: Marketing Officer

Reports to: Company & Projects Manager

Line reports: None

Salary Band: Officer

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 Officer is responsible for handling Bedford Creative Arts' (BCA) marketing content & communications under the direction of freelance marketing strategists and the senior management team. The postholder will use a variety of tools to ensure BCA projects and the company are promoted effectively to build audiences for BCA's work. They will operate under the supervision of the Company & Projects Manager and will implement actions allocated to them from marketing strategies.

Duties and Responsibilities

Website & Digital Content	
Duties & Responsibilities	Outputs & Outcomes
<ul style="list-style-type: none"> Write content for, and update the BCA website, liaising with staff and working closely with our website provider Support the commissioning of digital content including videography & photography for use in communications & promotion 	<ul style="list-style-type: none"> Website well maintained and up to date Digital content & media libraries and databases well maintained & organised High quality, appropriate content produced & selected for inclusion in publicity Best value delivery providers contracted e.g. photographers

<ul style="list-style-type: none"> • Capture basic photography or videography for digital marketing use • Research marketing related suppliers and partners, ensuring availability of suppliers offering high quality and best value • Manage the storage of digital content including auditing, labelling, managing copyright & permissions held • Editing digital content for use in publicity, socials or the website such as re-sizing, shortening, subtitling etc. • Maintain online media archives of press & publicity received • Report on website analytics & performance 	<ul style="list-style-type: none"> • Timely & clear reporting of web performance
<p>Social Media & Digital Communications</p>	
<p>Duties & Responsibilities</p>	<p>Outputs & Outcomes</p>
<ul style="list-style-type: none"> • Create & pro-actively manage social media content across all BCA platforms • Handle social media related enquiries & comments • Pro-actively work to build & engage online audiences & drive traffic to BCA's website & newsletter 	<ul style="list-style-type: none"> • Dynamic social media activity that is targeted and drives engagement • Regular e-bulletin produced • Up to date CRM databases maintained in line with legislation & policy • Communications managed in a timely fashion & outcomes reported on

<ul style="list-style-type: none"> • Prepare & distribute regular e-newsletters using Mailchimp with support from the Senior Management team • Maintain BCA's communications tools such as our CRM database, ensuring they are up to date, accurate and compliant with data protection requirements • Report on newsletter performance & analytics 	
Digital Print Production	
Duties & Responsibilities	Outputs & Outcomes
<ul style="list-style-type: none"> • Support the production of digital imagery for print or online use such as poster designs & invitations using basic software such as Canva / Adobe Suite or by liaising with external designers and colleagues where requirements dictate • Champion the BCA brand, ensuring commitment to and the consistency of our brand use across all digital marketing activities 	<ul style="list-style-type: none"> • Effective print & publicity produced for the organisation and its projects • Consistent brand implementation
Marketing Collaboration	
Duties & Responsibilities	Outputs & Outcomes
<ul style="list-style-type: none"> • Assist in the collation of audience and participation data and drafting communications for 	<ul style="list-style-type: none"> • Useful input provided to colleagues for evaluation & strategy production

<p>evaluation reports in line with funder requirements.</p> <ul style="list-style-type: none"> • Contribute to discussions with senior colleagues around marketing strategy & development of campaigns 	
<p>Compliance & General</p>	
<p>Duties & Responsibilities</p>	<p>Outputs & Outcomes</p>
<ul style="list-style-type: none"> • Respond to marketing related public enquiries, re-directing internally as appropriate • Attend relevant BCA events to collect or supervise digital content or handle social media • Ensure data protection compliance • 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 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"> • Full legal & regulatory compliance reflecting current best practice • Good working relationships with colleagues & stakeholders • A positive role model & example team member

PERSON SPECIFICATION

Knowledge/Education/Qualifications	Essential or Desirable
Good knowledge of British English	Essential
Basic knowledge of Maths & numerical data manipulation	Essential
Good ITC knowledge – in particular MS Office packages (including Outlook, Sharepoint, Word & Excel), databases and cloud-based software	Essential
Knowledge of basic software for editing images & producing publicity materials e.g. Canva/Adobe Suite	Essential
A relevant marketing qualification	Desirable
Solid working knowledge of website management, hosting and CMS systems	Essential
Working knowledge of Data Protection legislation & best practice	Essential
Knowledge & understanding of the environment for arts organisations in the UK	Desirable
Knowledge of copyright law	Desirable
Experience	
Using a variety of social media platforms including Instagram, Facebook & Linked In	Essential
Website updating & maintenance & using CMS systems e.g. Wordpress	Essential
Maintaining databases	Essential
Using digital mailing tools & handling mailing lists e.g. Mailchimp	Essential
Working in an office environment and working from home	Essential
Working in a team	Essential
Handling contracts & procurement processes	Desirable
Using social media business tools e.g. Hootsuite, Facebook Business Manager	Desirable
Writing effective, accurate & engaging copy for digital communications	Essential
Brand awareness & brand guideline implementation	Desirable
Working in the arts industry/arts marketing industry	Desirable
Reporting on marketing performance e.g. website analytics	Desirable
Designing digital copy & print	Desirable
Taking photos & videos for use in social media	Desirable
Abilities, Skills & Attributes	
Excellent communication skills, especially written	Essential

Ability to write in a compelling and dynamic way, especially for online use	Essential
Ability to manage competing priorities	Essential
Ability to research and analyse marketing data	Desirable
Organised and efficient in time management	Essential
Presentable and professional	Essential
Flexible and adaptable	Essential
Must be able to work alone and use initiative	Essential
Works well under reasonable pressure	Essential
Be a committed team member	Essential
Demonstrate high standards of customer service	Essential
Good at developing rapport with others	Essential
Excellent attention to detail	Essential
Ability to attend occasional evening & weekend work events	Essential
Personally committed to equal opportunity for all and embracing diversity	Essential
Supportive of the work of BCA and our values of community and, social inclusion	Essential

How to apply

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

You can provide this information in a written format, or as an audio or video file (no longer than 5 minutes) if you prefer. If you need to provide it in a different format, please let us know what would suit you.

Please ensure your application contains:

- Personal contact details
- Details of your current employment, if any
- 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 9 December 2024**.

For an informal and confidential conversation about the role please e-mail or call Bex Foscett on 01234 818670 or bexf@bedfordcreativearts.org.uk

Interviews

Initial interviews will be held on Tuesday 17 December 2024

Interviews will be held in person in Bedford.

Second stage interviews may be required.

If you have any additional access needs at the interview stage, please inform us when you are invited to interview.

Thank you for your interest in working for Bedford Creative Arts

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 on contact 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 & Diversity

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.

We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join us, and influence our working practice. We are particularly keen to hear from people from UK minority ethnic groups and candidates who self-identify as disabled, neurodivergent, male, non-binary, trans, and/or LGBTQ+ as these characteristics are under-represented on our staff team presently.