

JOB DESCRIPTION

Artsreach Marketing Officer



Summary

Artsreach is Dorset's touring arts charity, presenting a programme of professional theatre, dance and music in rural communities of the county. Artsreach is part of Arts Council England's national portfolio, and will celebrate its 30th Anniversary in 2020.

We are looking for a highly motivated and creative individual to assist with the marketing of events, to develop the Artsreach brand, and to support the 2 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. Would ideally suit a recent Marketing Graduate wanting to gain experience in the Not for Profit Sector.

The key emphasis of the role will be the promotion and enhancement of the Artsreach brand through maximising the benefits of social media & responding to the needs of our audience, promoters and investors. It is a seriously creative role with much room for expression in an environment of great change for the charity sector in general.

1. TERMS AND CONDITIONS

Job Title: Artsreach Marketing Officer

Salary: Scale 4 - SCP 7 - £19,554 minimum

Terms of employment: Permanent contract subject to a 6 month probationary period

Hours: 37.5 hours per week

Holidays: 21 days plus Bank holidays & extended seasonal holiday

Place of work: At the date of issue place of work is the Artsreach Office, The Little Keep, Barrack Road, Dorchester DT1 1SQ

2. JOB DUTIES

- Develop and grow the Artsreach brand
- Devise, implement & report on the agreed strategic marketing plan for Artsreach
- Drive the Charity's social media networks, offerings and reach
- Lead on Database management – capture and meaningful analysis
- Take the lead on the printing of publicity material and distribute to volunteers.
- Attend Artsreach events as required

3. REQUIREMENTS

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:

- Educated to degree level, CIM diploma or equivalent industry experience.

Registered Charity No: 1058198

Supported by Arts Council South West and Dorset Council

Artsreach is registered in England & Wales as a Company Limited by Guarantee No: 3247940

- A creative thinker with drive and confidence and the ability to be self-motivated and work unsupervised
- Confident and creative when using all social media platforms.
- Proven track record of delivering measurable results.
- Excellent organisational & analytical skills
- Effective time management
- Excellent advocacy, diplomacy, communication and negotiation skills.
- Competent with Microsoft Office and at ease with technology
- A willingness to work outside normal working hours on occasion and agreed in advance
- Passion for the arts.
- Full driving licence and use of own vehicle (mileage on AR business claimable)

Desirable:

- Database expertise
- Experience in working alongside volunteers
- Willingness to be DBS checked
- Knowledge of 'Photoshop' and 'InDesign'
- 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. This should be returned, with an accompanying letter of application, either by email to info@artsreach.co.uk or by post to Artsreach, The Little Keep, Barrack Rd, Dorchester DT1 1SQ,

Closing Date for applications is 12 noon on 6th December 2019.

Interview Date

Initial phone interviews in the week 9th to 13th December 2019 with nominated Trustees
 Final Interviews week beginning 16th December 2019 with Co-Directors of Artsreach

Artsreach, The Little Keep, Barrack Road, Dorchester, Dorset DT1 1SQ
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