

Marketing & Communications Co-ordinator (maternity cover)

Job Information

Job title:	Marketing & Communications Co-ordinator (maternity cover)
Salary:	£24,000 - £27,000 per annum
Based at:	<p>The Boardwalk, 105 Brunswick Street, Glasgow, G1 1TF.</p> <p>However, we are open to this role working in a hybrid way with a minimum of 3 days/ week based in Impact Arts' Glasgow office.</p>
Travel:	You will be expected to work at other locations as required
Reporting to:	Sam Eccles, Deputy Director of Development
Duration of contract:	Fixed term contract for 13 months
Working Hours:	37.5 hours per week over 5 days, Monday – Friday. Staff are required to work their core hours between 10am – 4pm.


Qualifications & Experience:

- SCQF level 9 or Graduate, with minimum 3 years' experience in relevant discipline (for example digital media, marketing & communications, journalism or literature or have equivalent work or voluntary experience).
- Where you may not have a degree, but have *considerable* and *demonstratable* experience comparable to this, we are very open to hearing from you.
- The post holder will have a strong interest in community or arts based charities.
- Experience of writing content for various audiences, digital media and print platforms and strategic use of social media platforms is essential.

Other Essentials: Subject to Disclosure Scotland check

Closing date: Tuesday 31st May 2022 at 9am **Interviews:** Monday 6th June 2022

Expected Start Date: 11th July 2022



In all our work, Impact Arts aims to tackle the inequalities that exist in Scotland and to ensure everyone has equal opportunity. We encourage all applications for this post, particularly from those who are currently under-represented in the creative and arts sectors. Impact Arts welcomes all people no matter their age, race, gender, sex, sexual orientation, religion or belief, class, cultural background, disability, marital status, pregnancy or maternity status.

We want to make sure that process barriers do not get in the way of applicants, so if you have any accessibility needs in regards to any parts of this process (or want to discuss alternative ways to show your skills and relevant experience), please get in touch.

Company Values

As a team of people we share the following values:

Our values

CREATIVITY

We always place creativity at the centre of all that we do.

INTEGRITY

We are always honest and truthful and act with transparency.

EQUALITY

We value people's right to be different and ensure everyone has equal opportunity.

KINDNESS

We always treat everyone with care and respect.

AMBITION

We are always ambitious in what we want to achieve for our partners, participants and colleagues.



What We Do

Established in 1994, Impact Arts is a national arts organisation which tackles inequalities in Scotland through creative engagement. We envisage a Scotland where everyone values and benefits from the power of creativity to transform lives.

Our strategic objectives are:

- We will transform **Children and Young People's** lives through impactful arts and creativity.
- We will grow **Communities** to become stronger and empowered through creative engagement.
- We will support **Older People** the opportunity to take part in life enriching arts and creativity.

We place innovation, enterprise and creativity alongside outstanding delivery, sound management and a strong ethos of partnership to tackle society's big issues. Our talented in-house and freelance artists across Scotland and beyond ensure that our artistic programmes, exhibitions, performances and events are of the highest quality. We exist to inspire creativity in people and regenerate our communities through a deep and rewarding relationship with the arts.

We have over 50 staff and 100 sessional artists working on services across Central Scotland with our Head Office in Glasgow. We work with multiple partners and funders all with a strong ethos #artchangeslives. We are supported on an annual basis by over 40 funders including Scottish Government, CashBack for Communities, Skills Development Scotland, National Lottery Community Fund, Life Changes Trust and a range of other foundations and trusts.

Our Impact

Our 2020/21 figures:





Background

We are currently looking to recruit a dynamic and experienced Marketing and Communications Co-ordinator to provide maternity cover starting in July 2022.

This is an exciting role, that provides great opportunities for the right person to make their mark; build on the strong foundations built by our existing member of staff and take forwards the significant branding and website developments that are currently taking place.

Purpose

To plan, develop and manage key marketing activities including (but not limited to):

- Leading on The Impact Arts' annual marketing and communication strategy
- Building awareness of the Impact Arts brand, and as such:
 - Enhance our profile
 - Boost national engagement with the brand and associate programmes
 - Ensure our position as Scotland's leading creative engagement organisation
 - Devise develop and implement effective & engaging internal/external marketing and communications.
- Managing & Creating content and materials that inform and engage all audiences (e.g. participants, funders/supporters, Local Authorities and referral partners)

Main Responsibilities:

Lead on:

- Social media strategy, management, content creation and analytics.
- Development and delivery of Impact Arts' Annual Report, stakeholder quarterly newsletters and all project specific marketing activities in line with Impact Arts branding guidelines.
- Development and delivery of PR strategy (including building a strong network of media/sector contacts)
- Development and Delivery of Audience facing newsletters
- Project specific marketing & communications plans and promotional tools.

Oversight and implementation of:

- Branding guidelines
- Use of funders logos – in line with funder specification
- Ensuring that all marketing and fundraising activities are carried out in accordance with Scottish and UK Charity Law, Code of Practice, General Data Protection Regulation (GDPR), related marketing and advertising regulatory bodies and operate to national requirements and guidelines of OSCR – Office of Scottish Charities Regulator.

Support to:

- Development & Senior Management teams in relation to:
 - Individual & corporate giving and community fundraising events
 - Development of Ambassadors and Patrons scheme(s)
 - Applications for awards

- Maximisation of marketing & communications materials to generate income.
- Funder relationship management
- Application for Awards
- Delivery team in relation to
 - Promotion of their projects
 - Recruitment of participants
 - Engagement with key stakeholders/supporters.
 - Stakeholder relationship management

Maintain and update

- Image library
- Case Study Library
- Good Copy (in partnership with Development Team)
- Other, appropriate, source materials.
- Website
- Effective Management of partners and contacts on Salesforce Database (or other CRM as appropriate)

Development & maintenance of effective and appropriate metrics (e.g., google analytics) which support:

- Evaluation of the effectiveness of marketing campaigns/activities
- Produce meaningful data for Board reporting requirements

Other


- Work closely with external Communications support as and when required.
- Assist in the dissemination of information internally with staff via documents, email and intranet
- Organise and represent Impact Arts at corporate events and co-ordinate participation in competitions, exhibitions and conferences
- Participate in training, meetings and events as required
- Support and promote Impact Arts' Values
- Carry out any other duties appropriate to the post in line with Impact Arts' needs

Qualifications and Experience

SCQF level 9 or Graduate, with minimum 3 year's experience in relevant discipline (for example digital media, marketing & communications, journalism or literature or have equivalent work or voluntary experience). Where you may not have a degree, but have *considerable* and *demonstratable* experience comparable to this, we are very open to hearing from you.

The post holder will have a strong interest in community or arts based charities.

Experience of writing content for various audiences, digital media and print platforms and strategic use of social media platforms is essential.



Technical Skills and Knowledge

Excellent written communication skills and able to produce lively and interesting copy aligned to Impact Arts' Brand and the needs of our audiences.

Strong knowledge of the sector, key partners and policy areas across which Impact Arts operates

Proven IT skills including MS Office suite, Desk Top publishing, web design.

Strong IT skills across a range of software packages including Microsoft Office, Adobe Photoshop/ InDesign, web design, Mailchimp, Google Analytics

Confidence in taking quality documentary photographs for press and print

Preferable - full driving licence

Personal Skills and Qualities

Excellent interpersonal and communication skills.

Passionate about developing and maintaining strong working relationships with a range of internal and external stakeholders including elected members.

Confidence in working with professional designers, photographers and press

Approachable and empathetic manner

Energy and commitment

Creativity in communicating in different ways

Excellent self management, organisational and planning skills

Good time management skills and ability to meet deadlines

Self motivated and able to work on own initiative, analysing and solving problems

Disclosure Scotland - Successful candidates will be required to undergo a Basic Disclosure check.

To apply:

Please visit www.impactarts.co.uk to download an application form.

All completed applications should be sent to jobs@impactarts.co.uk by 9am on Tuesday 31st May 2022.