

Job Description

Title:	Marketing Officer
Line Managed by:	Marketing Manager
Overall responsibility:	To support delivery of the organisation's digital marketing strategy, focusing on campaigns across social media, e-communications and the website.
Reports:	NA
Hours:	17.5 hours per week. Occasional evenings and weekends.
Salary:	£25,500 pro rata per annum
Holiday Entitlement:	30 days paid holiday pro rata per annum, inclusive of eight Statutory Bank Holidays, increasing by one day for each year of service from 1 st September up to a maximum of 35 days per annum.

About National Centre for Circus Arts

The National Centre for Circus Arts is a registered charity and one of Europe's leading providers of circus arts training. For the past 30 years we have provided emerging and professional circus artists, directors and choreographers access to vital space and support to train, experiment and share ideas.

The National Centre is an independent Higher Education Provider registered with the Office for Students. Our diverse range of work includes BA degree-level education in Circus Arts which is supported at either side by a structured training programme for under-18s and professional development opportunities for aspiring and established performers. Our outreach work spans all ages and abilities as we engage with schools and community groups to deliver educational experiences and workshops. Adults and young people can enjoy recreational classes and occasional performances. We also run highly regarded workshops, away days and team building events for the corporate community. We continue to develop our creation and production capabilities and are striving forward in both initiating, supporting and creating high quality work that can tour regionally and nationally. Our national role increasingly sees us supporting and mentoring circus artists and organisations across the country as we seek to develop and mature our remarkable art form.

PURPOSE OF THE JOB

Reporting to the Marketing Manager, the role will focus on delivering the organisation's marketing strategy, targeting multiple audience segments across a range of activity. This will include promoting our activities, measuring audience engagement, and increasing sales or participation in the following areas:

- Higher Education
- Recreational programmes for adults and children
- Learning & Participation programmes
- Venue hire, corporate workshops and consultancy
- Professional artist support and training
- Individual Giving

MAIN RESPONSIBILITIES

- Supporting and maintaining the National Centre's website presence along with optimising audience reach through analytics tools,
- Supporting the delivery of the National Centre's social media strategy through a range of platforms,
- Supporting the creation and dissemination of all e-communications to internal and external stakeholders, including donors,
- Supporting the promotion of other National Centre activities throughout the year.

DETAIL OF RESPONSIBILITIES

Website

- Ensure website and public content is up to date, proactively managing updates across the organisation in a timely manner,
- Work with the Recreational Programme Manager and Data and Systems Manager to ensure that new courses and classes are uploaded and made live within the necessary timeframes,
- Ensure a strong website user experience by ensuring regular checks of page links, navigation and user journey,
- Provide regular reports, using appropriate analytics tools.

Social Media

- Support the implementation of the organisation's social media strategy,
- Managing the inbox, supporting content creation, scheduling posts for social media based on the department's campaign calendar for planned activity, and using third-party platforms,
- Manage and organise images and design assets,
- Support the use, development and analysis of paid social media tools
- Provide alt captions and closed captions for online presence and communications
- Research new trends and opportunities for development of social media channels.

E-Communications

- Using the DotDigital platform, support the dissemination of regular and one-off e-communications with customers and users,
- Work with the Data & Systems Manager to ensure the timely e-campaigns for recreational sales are planned for and delivered effectively,
- Work with other activity managers to deliver their regular e-communication requirements,
- Develop the identity and style of e-communications to best represent the style guide of the wider organisation,
- Use analytics tools to improve reach and response.

Fundraising and Individual Giving

- Using knowledge of the programmes, research and collate stories that would be of interest to donors,
- Create regular e-comms to donors along with opportunities to donate,
- Undertake research of peer organisations and their approach to individual giving,
- Keep fundraising pages up to date with case studies and ways to donate.

Other

- Demonstrate a commitment to health & safety and its practical application in all areas of work and encourage a culture of responsibility for H&S throughout the organisation,
- Promote a commitment to the National Centre's Equal Opportunities & Diversity policy, Disability & Reasonable Adjustments commitment and Code of Conduct, along with all other policies that contribute to the operating values and ethos of the organisation as determined in its mission statement,
- Undertake any other duties commensurate with the role that may be reasonably required.

PERSON SPECIFICATION

- Understanding of social media platforms (e.g., Instagram, YouTube, Twitter) and tools,
- Understanding of content management systems (e.g., WordPress) and CRM systems (e.g., Spektrix or DotDigital),
- Experience in delivering e-campaigns to different audiences,
- Experience and/or interest in individual giving campaigns,
- Strong written and verbal communication skills,
- Good organisational and administrative skills,
- Ability to manage time effectively, prioritise tasks, and meet deadlines,
- High attention to detail and accuracy,
- Interest in new trends in social media and digital marketing,
- Strong interest in pursuing a career in marketing and the arts,
- Flexible approach to working hours.