



## **Marketing, Events and Social Media Manager** **part-time**

**ARTS CENTRE GROUP**  
Christian arts/media charity membership organisation

### **Background**

#### **The Arts Centre Group**

The Arts Centre Group aims to inspire, connect and support artists to integrate their Christian faith with the way they pursue their careers in the UK and overseas.

Established in 1971, it is a non-denominational Christian charitable organisation that draws members from every arts, media and entertainment sector in all regions of the UK and many countries around the world. Members must either generate an income from their creative discipline in the commercial marketplace, or aim to do so in the future.

### **Job description**

#### **The role**

This role working for the Arts Centre Group (ACG) is responsible for the delivery of marketing initiatives and communications, nurturing the online community and executing social media marketing campaigns.

Educated to a high standard (degree-level or equivalent), the post holder will provide expertise to help build communities, deliver campaign messages, strengthen content strategies and plan activities across all social media platforms.

The post holder will also have direct responsibility for planning and delivering ACG events, in real life and online. In addition they will have a willingness to engage in the fundraising process, to seek sponsorship from new and existing supporters

#### **Terms & conditions**

- **Position type:** Part-time: 2 days per week
- **Contract type:** Fixed-term contract: initially 12 months, with a possibility of extension
- **Location:** ACG Central London office with potential for occasional home working
- **Salary:** £25,000 pa (pro-rata: 0.4)
- **Holiday entitlement:** 20 days per year pro-rata (excluding Bank Holidays)
- **Reporting to:** ACG Leadership team members: Chairman and Digital Trustee

#### **This position could suit...**

- Arts/media professional seeking a regular income to supplement their creative work
- Returner, post career break
- Person seeking career change with a passion for digital media
- Recent graduate with media qualification / passion for digital media
- Person comfortable with working in the role both in London and from home

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# Job specification

## Key responsibilities

Main elements	Tasks	Covered at interview
<b>Marketing (including social media)</b>		
1. Contribute to development, maintenance and review of digital and social media marketing plans	Including use of social media platforms (e.g. Facebook; Twitter; Instagram)	At application and interview stages
	Advocacy for new tools (e.g. platforms, apps, analytics)	At application stage only
	Review of literature to keep abreast of latest trends	At application stage only
	Action research: using analytics to inform future actions and strategy	At application and interview stages
2. Execute digital and social media marketing plan	Regular posts on Facebook and Instagram	At application stage only
	Regular tweets at Twitter	At application stage only
	Weekly blog postings at ACG website	At application stage only
	Weekly blog contributions to external platforms (e.g. LinkedIn; Medium)	At application stage only
	Use social media scheduling (e.g. Hootsuite; Buffer)	At application stage only
3. Active research for UK-wide stories to share on digital and social media	ACG membership (London and – crucially – regions outside London)	At application and interview stages
	Christian arts, media and entertainment organisations	At application and interview stages
	Secular arts, media and entertainment organisations	At application and interview stages
	Wider media/society for content of potential interest to ACG members and future members	At application and interview stages
4. Develop and implement strategies to build the ACG community network	Identify and approach key target enterprises, networks and individuals, which could include: universities and colleges; companies; talent agencies and high-profile arts/media practitioners; non-profit organisations and charities; trade associations; churches and religious networks; digital/print media	At application and interview stages
	Generating member-generated content for sharing publicly: in publications (online and print); on the ACG website; and on social media	At application and interview stages
	Keep detailed records of social media management activity (e.g. spreadsheets)	At application stage only
	Read emails sent to the ACG and relevant printed literature to collate useful information (e.g. for inclusion in newsletters)	At application and interview stages

<b>Partnerships</b>		
5. Engage in mutually beneficial conversations and develop joint-initiative projects with like-minded charitable and not-for-profit partners that are supportive of the ACG's vision.	These should include organisations in these sectors: arts, media and entertainment organisations; churches and associated organisations; universities and colleges (theology courses; clergy training; Christian Unions and student societies); interfaith organisations, campaigns and projects	At application and interview stages
<b>Fundraising and sponsorship</b>		
6. Active research regarding organisations that give money to charities and/or membership organisations that seek financial support in the following areas: arts and culture; faith (including interfaith); education; young people; community cohesion and social action	Tasks include: identifying these organisations; recording contact details and application criteria; making contact with organisations; liaising with the ACG Board regarding making application bids for funding	At application and interview stages
7. Research companies that sponsor projects in the following areas: arts and culture; faith (including interfaith); education; young people; community cohesion and social action	Tasks include: identifying these companies, especially ones with ties to arts, media, entertainment, Christian faith and/or UK-wide/ regional networking; recording contact details and application criteria	At application and interview stages
8. Contribute to discussions about features and benefits of sponsorship tailored to the companies ACG approaches with pitches	In-house and external meetings (online, by phone and occasionally in person)	At application and interview stages
<b>Events</b>		
9. Research and report on members' needs	Identify trends: understand how to react in order to put the ACG in a good light, reflecting brand values from the Vision Statement; analyse the effectiveness of ACG activities; propose actions to improve and inform future campaigns; raise issues where and when problems occur so the Board can act appropriately to find and implement solutions	At application and interview stages
10. Programme schedule	Provide Board with proposals for a programme of headline events (real life/online) within agreed budgets and deadlines (e.g. an integrated range of experiences that mark the ACG's 50th anniversary in 2021)	At application and interview stages
11. Gala events	Research individual guests who may give money to the ACG at a potential gala event (e.g. contacts within the ACG's networks)	At application and interview stages
	Help with sponsorship-style aspects of organising such event (e.g. deals on venue, food, drink, transport)	At application and interview stages
<b>General</b>		
12. Willingness to attend meetings (e.g. ACG meetings; meetings with potential funders)	Meetings can be during the day, some early evenings and occasional Saturday	At application and interview stages

## Personal specification

### Essential qualities, skills and experience

Quality	The post-holder needs to ...
Interest in arts, media and entertainment industries	Educated to degree level. Have a personal interest in the creative arts and media as a great way of expressing ideas and telling stories. Show a desire to work in event marketing for an arts- and media-related organisation.
Work ethic	Demonstrate willingness to work in London and at home outside of normal office hours on occasion, as and when required, Show commitment and sensitivity to equal opportunities and cultural diversity
Communication skills	Understand the ACG's 'brand' and have confidence to convey the ACG's ethos, aims and objectives when in communication with people (e.g. Board members; external contacts; social media friends and followers). Have excellent interpersonal communications skills, including tact, diplomacy and assertiveness, with the ability to communicate at all levels in a complex environment (both internally and externally)
Marketing skills	Have experience of delivering creative and pragmatic digital and social media campaigns gained in a relevant, comparable environment
Community-building skills	Have experience of building and administering digital forums and communities, consistent with brand values and vision statements, on a range of social media platforms
Computer skills	Use proficiently and have good understanding of digital media technologies for creating and monitoring social media: e.g. email, Microsoft Office suite, social media platforms and the internet
Writing skills	Have experience of writing blog articles, Facebook posts, tweets and uploading images and videos to social media and websites
Editorial skills	Be a confident and proficient editor and proofreader of printed and digital documents, marketing resources, articles, blog postings and presentations
Research skills	Use the internet to research and evaluate stories and likely sources of funding. Ability to make evidence-based rational decisions and to take appropriate actions for optimal outcomes.
Interpersonal skills	Be comfortable working both independently and as part of a small team, often working without supervision on their own initiative with guidance from ACG. Have the ability to interact and influence all levels of management and show a supportive attitude towards colleagues.
Project management skills	Have the ability to manage the needs of multiple stakeholders, including Board directors, working across multiple projects at the same time, Demonstrate calmness under pressure.
Administrative skills	Be organised with respect to diary appointments, note taking, record keeping and working through 'to do' list tasks meeting budget and deadline requirements

### Desirable qualities

Quality	The post holder may ...
Contacts	Have a rich network of contacts from previous work and life experience
Networking	Be confident when meeting new people of influence and/or with access to funds they may wish to invest in the ACG
Training skills	Upskilling Board and ACG membership with regard to best-practice techniques for optimal effectiveness of digital communications and social media, which could include: 1-2-1 in situ training; workshops; video; and remote communication (e.g. email, telephone, Zoom or equivalent)
Flexibility	Be able to arrange working hours to include meeting with ACG staff board members (e.g. via Zoom)
Duration	Be interested in long-term commitment to helping to raise the ACG profile

## **Application process**

Please apply by sending us your CV (maximum: two pages) and a covering letter.

Think carefully about the skills, knowledge and experience outlined in the job description and ensure your CV and covering letter reflect the requirements of the role

Shortlisting will be carried out on the basis of information included in your CV and covering letter.

Please send your application to: **Gordon Adams, Chair, Arts Centre Group, c/o PO Box 2162 Hockley SS5 9DF** or via email to [chair@artscentregroup.org.uk](mailto:chair@artscentregroup.org.uk) with 'Manager: Marketing, Social Media and Events' in the subject line field.

The **closing date** for applications is **midnight on Friday 31 July 2020**

**There is a genuine occupational requirement that the post-holder is a committed and practising Christian. Schedule 9, paragraph 1 of the Equality Act 2010 applies to this post.**

*We are an equal opportunities employer and we value diversity. We do not discriminate on the basis of race, colour, gender, sexual orientation, age, marital status or disability.*