

GHT Marketing and Communications Officer - 'a space' arts Gods House Tower – Southampton



Job Description

Overview

Job Title: GHT Marketing and Communications Officer

Hours: Full time - 40 hours per week (some occasional evenings and weekends will be required)

Contract period: Full time from February 2019

Salary: £18 - £23k per annum dependent upon experience

Location: Based in central Southampton at Tower House and God's House Tower

Role Summary

An enthusiastic and competent marketing and communications professional is required to assist in the delivery of a dynamic marketing plan for a new arts and heritage destination venue, God's House Tower (GHT), due to open in summer 2019

This new post is an important appointment in an expanding staff team and comes at an exciting time following the award of Arts Council England National Portfolio Organisation status and the delivery of GHT, a new arts and heritage venue in Southampton's old town.

The post holder will be responsible for assisting to deliver a high quality-marketing plan designed to attract visitors, build relationships and generate new audiences for GHT. The role will be part of a marketing team that communicates the work of GHT across digital and print platforms.

Roles and responsibilities

Working as part of a small marketing team the GHT Marketing and Communications Officer will have specific responsibilities across the following areas:

- To generate and establish a GHT a mailing list and instigate a project specific newsletter that keeps readers informed of developments leading up to opening and beyond.
- To establish and maintain a GHT press contacts list by developing an existing directory through desk-based research and working with colleagues, partners and a freelance marketing expert to grow a press directory.
- To write a library of agreed GHT news stories across subjects relating to the monuments 700-year history, its recent conversion along with the range of artistic activities and events it will host.
- To initiate GHT specific social media channels (Twitter, Instagram and Facebook) with a series of agreed posts linked to news items leading up to opening and beyond.
- To develop video and audio content for use across social media channel, new to the organisation, such as You Tube and to assist populate the new GHT website.
- To establish a social media monitoring platform, such as Hootsuite, to check and understand the reach and success of GHT social media posts.
- To work as part of small team of colleagues and a Digital Advisor, to design, develop, maintain and update a GHT website with a particular focus of developing copy and content to populate the site ahead of launch along with keeping the site regularly updated after launch.
- To work with the Exhibitions team to arrange and conduct interviews with artists, who will be exhibiting at GHT, along with leading on capturing, preparing and utilising an ongoing series of GHT artist portraits.
- To establish and maintain an overarching GHT image library of archive images, newly captured images (taken by the organisation) and audio recordings, with a system in place that can be easily accessed by colleagues.

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- To assist in documenting the refurbishment process (capital works) up to opening and to assist with image selection and preparation for use in digital and printed promotional material, including publications.
- To prepare GHT images for use across digital and printed promotional material, including publications, and to assist colleagues in visually communicating the work of GHT.
- To work closely with colleagues and ensure all GHT exhibitions, events and activities are effectively integrated into digital and printed promotional material, in particular the Exhibitions Programme Manager and the GHT Operations Manager to ensure events and activities are all promoted.
- To manage a small group of volunteers that assists to support delivering the marketing role and wider marketing campaign.
- To lead on liaising with local universities to create and deliver marketing internships that assist to support delivering the marketing role and wider marketing campaign.
- To work with colleagues to collate and periodically submit data to Audience Finder (an Arts Council England National Portfolio Organisation requirement) an audience analysis tool that will assist us to better understand our audiences.
- To attend relevant travel and tourism trade shows to develop tourism industry contacts (tour operators, group bookers and tourism agencies) to promote GHT as a destination venue available for group bookings and visits.
- To endorse our charitable status through all marketing and to ensure the public benefit generated through our activities is effectively communicated.
- To work at all times in accordance with the aims of 'a space' arts and its policies, particularly those for equality, diversity, safeguarding and health and safety.
- To professionally represent the organisation at external events as required and to undertake any other reasonable duties as requested by the Director.

Person Specification

The ideal candidate will be,

- An enthusiastic, target driven self-starter with high levels of motivation.
- Experienced in delivering effective marketing campaigns for an arts and heritage venue, or an arts organisation delivering a range of activities.
- An excellent communicator with the ability to think creatively.
- Able to demonstrate an understanding of effective design and visual communications.
- A good team worker, with excellent organisational skills, time management and the ability to get maximum impact from available resources.
- We welcome candidates from BAME and diverse community backgrounds.

Experience, skills and abilities – Essential (E) / Desirable (D)

- Relevant degree level qualification, or equivalent relevant professional experience of delivering effective marketing campaigns for an arts and heritage destination venue, or arts organisation (E)
- Experience of effective social media (E)
- Ability to deliver agreed work plans to deadlines and budget (E)
- Good time management skills, including the ability to prioritise whilst managing directed work plans (E)
- Flexible, adaptable and methodical in equal measure (E)
- Good IT and communication skills (E)
- Experience of working with colleagues and being part of a small professional team (E)
- Knowledge of the local arts and of heritage scene (D)

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- Experience of creating promotional material (design and print) (D)
- Knowledge of Mac based operating systems (D)
- Experience of taking good quality images, both working independently and to brief.
- Knowledge of Adobe creative design packages; illustrator, Photoshop and InDesign (D)
- Experience of working with Word Press websites (D)
- Experience of working in the charitable not-for-profit sector (D)
- An interest in the arts, local heritage and historic buildings (D)

Reporting

The post holder will report directly to the Director of 'a space' and through this line management be accountable to the Board of Trustees. The post holder will be required to pass a 3-month probation period, attend a regular 1-to-1 session with the Director, attend bi-monthly Trustee meetings (upon request) and pass an annual review.

Flexible working

A weekly working pattern of 40 hours per week (occasionally required over 7 days) will be mutually agreed around the needs of the business, as occasionally some evenings and weekends will be required to attend events staged by the organistaion. The post holder will be based at the 'a space' office in Tower House adjacent to GHT.

Background - the vision for GHT

Our vision for GHT is to reopen and culturally reanimate this important scheduled ancient monument and to provide new learning and participation opportunities through the exhibitions programme and linked events. GHT will host an inclusive and progressive cultural programme, allowing heritage to inspire the arts and the arts to interpret the spaces in new and interesting ways. We want to offer all visitors the chance to better understand this important part of our local and national heritage by engaging our local communities and city visitors along with creating opportunities for volunteering and inspire lifelong learning.

We believe the restoration of GHT will be a catalyst in the cultural future of the Old Town and will become a visitor attraction for those approaching Southampton from the cruise terminal. Agreed target audiences include local communities, specialist interest groups and tourists visiting the city, along with external groups making visits and tours to Southampton.

About 'a space' arts

The organisation strives to provide opportunities to develop the careers of emerging artists and for audiences in Southampton and the surrounding regions to engage with high quality arts and heritage experiences. Since 2000 we have developed and managed a project portfolio to achieve our aims, including the Northam Road Gallery, the Bargate Monument Galley, ArtVaults, the Arches Studios, Tower House and the Sorting Office.

In 2018 we became an Arts Council England National Portfolio Organisation and will be delivering a range of new projects across the next four years to complement GHT and the project portfolio. For further information please see - www.aspacearts.org.uk

Recruitment timetable

- Advertised from – 19/12/18
- Closing date – 09:00am Monday 14/01/19
- Shortlisting – 14/01/19
- Invitations to interviews – 15/01/19
- Interviews – 22/01/19 (non-negotiable – see below)
- Decision – 23/01/19
- References – by 25/01/19
- Offer of appointment – by 28/01/19
- Acceptance of appointment – ASAP
- Start date – ASAP dependent upon the successful candidates notice period

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Application / Interview process

Applicants should apply via email to dan@spacearts.org.uk by sending;

- An up to date CV
- A covering letter outlining their suitability for the role as described above
- An example piece of writing – a news story, press release and online article you have written (this can be a link in your covering letter to the writing or a separate document)
- An example image – an image you taken pertinent to the role as described above (this can be a link in your covering letter to the writing or a separate document)

Please be aware that if offered an interview the time and date is non-negotiable and the interviews will be held in central Southampton.

Contact

For further information please contact dan@spacearts.org.uk or call 023 80 338 778



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