



## Communications and Marketing Officer Job Pack

Thank you for your interest in a-n The Artists Information Company. This pack is designed to give you background information on our organisation and support you in your application.

### About a-n The Artists Information Company

a-n The Artists Information Company is the largest artists' membership organisation in the UK. In the last three years, it has achieved its highest ever membership and income, reaching over 25,000 members and a £1m turnover. This year from September a-n celebrates 40 years.

Growing from a grass-roots 500-copy-a-month newsletter, to a magazine, online platform, and now a full professional membership offer focusing on members' needs. This is a pivotal time for the organisation with ambitious ideas, programmes and a critical role to play championing, campaigning for and supporting visual artists.

The company is in excellent financial and reputational health, it has an ambitious forward business plan, a strong staff, Board and advisory council, a growing and loyal membership and the success of influential and impactful campaigns and programmes to build on.

We are looking for an exceptional **Communications and Marketing Officer** to join our core staff team to support a-n in its mission and as we move towards celebrating 40 years.

**For further information on our activities please visit our website at [www.a-n.co.uk](http://www.a-n.co.uk)**

### Equal opportunities

We strive to ensure that opportunities to work and develop at a-n The Artists Information Company are open to all. We treat all job applications equally, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation or any other equality characteristic.

We particularly encourage applications from disabled people and people from black, Asian and minority ethnic backgrounds, as these groups are currently underrepresented in the cultural sector.

As part of our values we want to ensure that opportunities to work at a-n The Artists Information Company are open to all, including disabled people, and that disabled employees feel valued and able to be themselves in the workplace. In recognition of our commitment to disability equality and inclusion, a-n The Artists Information Company has signed up to the Disability Confident Scheme and is a Level 1 Disability Confident Committed Employer. The Disability Confident scheme aims to help employers make the most of the opportunities provided by employing disabled people.



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## Communications and Marketing Officer – Summary of terms

**Contract:** This is a permanent, full-time contract of employment.

**Hours:** 35 hours per week.

**Salary:** £27,369 - £30,669 (depending on qualifications and experience).

**Pension:** Employment includes access to a workplace pension.

**Holiday:** 34 days per annum (inclusive of statutory public and bank holidays) rising to a maximum of 37 days relative to length of service.

**Location:** a-n office in Newcastle upon Tyne.

## Communications and Marketing Officer – Job Description

**Responsible to:** Director of Digital and Online Content

### **Purpose:**

The Communications and Marketing Officer is responsible for the delivery of communications and marketing strategy to support the continued growth of our membership; raise the profile of the organisation and awareness of the benefits of our membership packages and advocacy work; and develop media and PR opportunities, in line with the company's mission and business plan.

### **Main Duties:**

#### **1. Delivery of communications and marketing strategy**

- Support the development and implementation of communications and marketing strategy.
- Lead imaginative communications and marketing activities to:
  - develop member engagement and retention,
  - develop and grow new audiences and target markets,
  - promote the company and raise the profile of our programme, products, packages and member benefits,
  - further the aims of our advocacy and campaigns work.
- Contract and work with specialist consultants (design, market research, PR) as required and in agreement with CEO, liaising with senior staff as required.
- Support company growth and engagement targets including delivery of communications and marketing targets.
- Monitor, evaluate and report on effectiveness of strategy, making adjustments as appropriate.
- Manage marketing budget and report on accordingly.

#### **2. Development of media and PR opportunities**

- Oversee media enquiries, maintaining regional, national and international media contacts.



- Write press releases and promotional material for a-n activities.
- Oversee the management and storage of visual assets for promotional use.

### **3. Development and application of brand**

- Support the development and management of the a-n brand.
- Ensure the a-n brand is appropriately represented, and all products and services suitably packaged and marketed.
- Assist in the development of brand guidelines and visual identity.
- Ensure consistency of brand, visuals and messaging across all our activities.

### **4. Member and market research**

- Research the memberships' changing needs and aspirations, liaising with and responding to member and market requests from CEO and heads of departments.
- Identify competitors, new partners and opportunities in order to maintain market position.
- Identify new membership groups, markets and opportunities for development.

### **5. General and administrative**

- Represent the company as appropriate.
- Comply with all company policies and procedures.
- Commitment to and work on tasks related to data protection legislation, policy and practice.
- Commitment to and work on tasks related to equality and diversity legislation, policy and practice.
- Commitment to and work on tasks related to monitoring, evaluation and reporting, in line with the business plan, funding agreements and company targets.
- Other duties as reasonably required, commensurate with the level and nature of the role.
- Regular travel and may be required to work unsocial hours, as appropriate and reasonable.

### **Training and personal development**

The Communications and Marketing Officer is expected to fully participate in staff development including training opportunities which are made available for all staff members, as well as those identified as being role specific through the appraisal process.

### **Review**

This Job Description will be reviewed six-monthly during a Performance Review. In the period between Performance Reviews other duties may be assigned that are consistent with the responsibility of the post.



## Communications and Marketing Officer – Person Specification

The Person Specification should be read in conjunction with the Job Description.

### Essential

- Excellent knowledge and experience of digital marketing, social media and analytics.
- Excellent written communication skills, including effective marketing copy and press releases, writing for different audiences and social media platforms.
- Good understanding of brand, managing design processes and application of visual collateral.
- Knowledge and experience of strategies for audience/member retention and renewal.
- Knowledge and experience of advocacy and campaigning.
- Knowledge and experience of PR and liaising with press and media.
- Knowledge of relevant marketing legislation and requirements of GDPR.
- Excellent people skills, able to maintain effective partnerships and professional relationships with a wide variety of people and organisations.
- Proven team player, effectively managing own time, sharing and prioritising workload within a deadline-based environment.
- IT literate with good knowledge and experience of customer relationship management systems, data and list management and Microsoft Office applications.
- Appropriate and effective use of the wide range of communication techniques and virtual platforms available within the company.
- Willing contributor to co-learning and knowledge sharing.

### Desirable

- Good understanding of the needs and concerns of our core customers.
- Knowledge and experience of digital content production, digital marketing and communications.
- Knowledge and experience of CiviCRM and WordPress.
- Knowledge of market research techniques.
- Recent relevant experience gained in a similar role.
- Experience of working in an arts organisation and an interest in contemporary visual arts.



## **Guidance notes for applicants**

a-n is committed to being an inclusive employer that welcomes staff members from a wide variety of backgrounds. This guidance is provided to help you apply for one of our vacancies as effectively as possible and to ensure you provide us with all the information we need to see how well you meet the requirements of the job.

Please read these notes carefully before completing your application. If you have any questions, or if you would like an informal discussion before applying please contact Gillian Nicol [gillian.nicol@a-n.co.uk](mailto:gillian.nicol@a-n.co.uk)

To ensure fairness to all applicants, any decision to shortlist you for interview will be based solely upon the information you supply in your application. We cannot take into account in the selection process any previous knowledge we may have of you.

### **Explore the Job Description and Person Specification**

The purpose, main duties and responsibilities of the post are set out in the Job Description. The experience, skills and competencies we are looking for in the successful candidate are listed in the Person Specification. It's important you read all the information in these sections before completing your application as selection will be based on finding the closest match to these requirements.

### **Preparing your application**

Read through the responsibilities and duties involved in the role you are applying for thoroughly. Ask yourself why you are interested in this role – would it be a good career move for you? Is the move a promotion that would enable you to gain more responsibility or enhance your skills? Or do you see it as an opportunity to broaden your skills and experience?

Think about what evidence you can provide to demonstrate you have the necessary experience, skills and competencies to fulfil the role. Explaining your current (and previous) work to someone else may help you uncover skills you take for granted. You may also want to include voluntary experience, or experience gained through responsibilities outside your work commitments if this is relevant.

It is important to remember those involved in the selection process cannot guess or make assumptions about you. This is your opportunity to tell us specifically why you wish to apply for the job and what makes you a suitable applicant. It is important you provide us with evidence to demonstrate you possess the experience, skills and competencies set out in the Job Description and Person Specification, with specific examples of how you meet the role requirements.

Don't forget to proofread and check for any errors before submitting it to us.

### **Completing the application**

To apply for this post, please write telling us about yourself and how your experience, ideas and aspirations are suitable for this post, relating them to the Job Description and Person Specification set out earlier in this pack.



**Applications should be no more than five pages of A4 in total (12 point minimum) and must include a CV of no more than two pages, as well as names and contact details of two professional referees.** (Please indicate if you do not wish us to contact referees prior to interview.)

This should be emailed to Shelley Barclay [shelley.barclay@a-n.co.uk](mailto:shelley.barclay@a-n.co.uk) as a **single PDF document**, accompanied by:

- a completed **Equal Opportunities Monitoring Form** [www.a-n.co.uk/asset/equal-ops-form](http://www.a-n.co.uk/asset/equal-ops-form)
- if relevant, a **Guaranteed Interview Form** [www.a-n.co.uk/asset/guaranteed-interview-form](http://www.a-n.co.uk/asset/guaranteed-interview-form) (We guarantee to interview anyone with a disability whose application meets the minimum criteria for the post).

**The subject field** of your email application should read 'Application for Communications and Marketing Officer' **followed by your name e.g.** 'Application for Communications and Marketing Officer – Chris Someone'.

If for reasons of disability you wish to respond in an alternative format, please contact Shelley Barclay [shelley.barclay@a-n.co.uk](mailto:shelley.barclay@a-n.co.uk).

**The deadline for receipt of applications is 12noon on Monday 6 April 2020.**

Applications not in PDF version, or longer than five A4 pages (including the max two-page CV) will not be considered.

### **Shortlisting**

When shortlisting we will make an assessment of how closely your application meets the criteria set out in the Job Description and Person Specification. We will go through your application looking for specific evidence that you possess the experience, skills and competencies required for the job. Unless you have provided specific evidence, supported by relevant examples, you are unlikely to be shortlisted.

You will be notified whether you have been shortlisted for interview or not via email by Monday 13 April 2020.

### **Interviews**

Interviews will be held in **Newcastle on Wednesday 22 April 2020.**

If you are shortlisted we will email you to invite you to attend an interview with details of the time, location, interview panel and format, including whether you need to prepare anything in advance for the interview. If you have a disability and need any adjustments to be made in order for you to participate in the selection process, please contact us immediately on receipt of your interview invitation to discuss this so we can accommodate your needs.

In some instances, we may ask applicants for a second interview.

### **Offers**

All offers to work at a-n are made subject to proof of satisfactory employment references. Please include full details of at least two referees we can contact, one of whom must be from your most recent place of employment. If you were not in employment during part of



the last 3 years, we will also ask you to verify details of your activity (e.g. academic, volunteering, travelling etc).

Good luck with your application, and thank you for your interest in working for a-n.

## Data Protection

a-n has a legitimate interest in collecting and storing the personal data that you and your referees provide during the recruitment process. For further information on how we use your data, please see our **Recruitment Privacy Policy**: <https://www.a-n.co.uk/about/recruitment-privacy-policy/>



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