

5th March 2019

Communications Officer

Thank you for your interest in the post of Communications Officer at darts (Doncaster Community Arts). This is a full time, permanent position with a salary of £18,795 - £19,939.

Supplied with the application pack is:

- Job Description and Person Specification
- Application form and diversity monitoring sheet

Please apply by email to sophy@thepoint.org.uk:

- Completed Application Form (sent electronically)
- e-mailing your current CV

The deadline for all applications is **9am Monday 8th April 2019**

Interviews will take place on **Thursday 11th April 2019**

darts (Doncaster Community Arts) is a registered charity and one of the UK's leading participatory arts organisations, with almost 30 years' experience of working creatively with Doncaster's diverse communities. Our mission is to create art with people in Doncaster to improve life, learning & health. We have just won the Fantastic for Families national Best Family Welcome Award 2019.

We are a team of artists, makers, musicians, performers and support staff who collaborate to design and deliver creative programmes that inspire learning, build emotional health and strengthen professional practice.

Our programme is for people of all ages who live, work or learn in Doncaster. Our home, The Point, is a friendly and welcoming place which is open to all and is where we make and share art, and we carry this ethos wherever we go.

The Point has flexible workshop and studio spaces, meeting rooms, café and a contemporary gallery space with a regularly changing professional exhibitions programme.

darts (Doncaster Community Arts) is an equal opportunities employer who is actively seeking to employ people currently under-represented in the creative and cultural sector. This includes young people, ethnic minorities and people with disabilities.

Safeguarding: darts is committed to safeguarding all our participants and staff. We will take up references prior to an interview and a DBS check will be sought for all successful applicants prior to them starting work. If you would like to give us any information about previous criminal convictions, please disclose this to us as an attachment to an e-mail in a document marked 'Confidential' at the same time as you submit your application.

Thank you for your interest in this post and we look forward to receiving your application.

Sophy Sylvester – Head of Fundraising and Development

Communications Officer – Job Description

The Communications Officer is responsible to the Head of Fundraising and Development.

Objectives

The Communications Officer will play a key role in helping darts grow its profile and increase engagement with a wide range of audiences through forward-thinking, impactful and integrated marketing and communication campaigns.

This role leads on the creation, curation, integration, and scheduling of all marketing content, both internal and external, against business objectives. The scope includes content across all platforms and formats to drive positive customer/audience engagement including the development and production of digital and print resources, social media, digital communications, copywriting, events and web content. The role will enhance collaboration of marketing activities with colleagues, partners, and funders.

The Communications Officer will deliver a cohesive approach to darts' brand and ensure that its communications are original, influential and informative for a broad range of our stakeholders. The role involves all aspects of content and channel optimisation, brand consistency, segmentation and personalisation, analytics and actionable insights, evaluation and return on investment.

Responsibilities

Communications and Marketing

- Tell our story: help maintain and build darts' reputation, brand and profile locally, regionally and nationally.
- Develop and implement impactful marketing campaigns and build a comprehensive content marketing plan using fresh, original and powerful messages about our work.
- Work collaboratively with the darts team and our partners to develop and execute a vibrant and exciting communications calendar.
- Increase engagement with our audiences and key stakeholders to communicate our messages around impact, fundraising, and opportunities to get involved.
- Use insight to improve the depth and breadth of our audiences and to extend our reach.
- Drive footfall to our onsite and community-based programmes and events.
- Produce offline resources including our What's On guide and programme collateral.
- Use creative and expert communications skills to develop engaging content including copy for both online and offline channels.
- Work with the wider team to manage data and manipulate it for research and audience development purposes.
- Prepare comprehensive marketing performance reports for a range of audiences such as our senior team, board, funders, and partners.
- Ensure colleagues are kept up-to-date with the communications planner and provide support to colleagues who need to use marketing tools in their day to day work.
- Work closely with colleagues and the senior team to share key messages and milestones with internal audiences.
- Co-ordinate distribution of all print and electronic marketing

Online and digital

- Plan and deliver an effective social media strategy that extends the reach of our work, engages new and current audiences, and builds our brand and profile. Generate content that is attractive, engaging, interactive and compelling.
- Lead on the development of content including photography, video, story banks, blogs, case studies, audio and key messaging frameworks, and where necessary working with others to generate some of this content.
- Create an engaging and well-written regular e-newsletter gathering content from across the darts network in a timely manner and with a compelling call to action.
- Ensure our website is kept up-to-date and fully optimised with relevant and vibrant content to drive traffic and enhance the user experience.
- Monitor the performance our website and use forward thinking communication techniques to generate online donations, participation in our programmes and footfall to our building.
- Ensure information about darts held on external websites, such as event listings, is accurate, on brand and reflects our communications strategy.
- Update content for online booking channels and manage audience and communication.

PR, media, and events

- Work with colleagues on the organisation of darts events, such as exhibition launches, and coordinate our presence at external events. Lead on communications aspects of all internal events.
- Provide proactive and responsive media relations activity by forging excellent relationships with local, regional and national media contacts.
- Work collaboratively with the wider team to identify press opportunities and create well-written press releases to pitch to relevant media contacts in order to increase column inches and profile.
- Monitor our online and offline media coverage and review the impact.
- Maintain and coordinate our image bank and associated consent forms.
- Secure new Ambassadors and manage beneficial, active relationships to raise darts' profile and attract donations

Please note: This job description reflects the core activities. As darts and the post holder develop, there may be changes in the emphasis of duties. It is expected that the post holder will recognise this and adopt a flexible approach to work and be willing to participate in relevant training.

Communications Officer – Person Specification

Essential Skills:

- Educated to degree level or equivalent in Marketing or a directly related subject.
- Proven track record in applied marketing communications with the understanding and ability to ensure integration across all channels.
- Experience in campaign development, content creation, delivery and evaluation for both offline and online channels.
- Ability to tailor communications to target a range of stakeholders and influencers.
- Excellent written and verbal communications skills. The ability to author, curate and edit high quality content with fluidity, speed and flexibility to ensure it is relevant to the audience.
- Proven experience of creating social media strategies leading to increased engagement.
- An understanding of brand values and use of branding across all platforms
- Track record of writing excellent press releases and securing media and press coverage, and developing excellent relationships with media contacts.
- Experience of using data and insight to add value to communications campaigns.
- Sound working knowledge of marketing tools including social media platforms, MailChimp, Google Analytics, WordPress and Survey Monkey (or similar).
- Good working knowledge of Microsoft programmes inc. Word, Outlook, Excel & PowerPoint.

Disposition:

- A genuine passion for the role of marketing and communication within arts and culture
- Creative and innovative: generates original ideas and demonstrates flair.
- Ability to multi-task and prioritise workload.
- Ability to develop strong, effective working relationships with internal & external colleagues.
- An ability to work on own initiative, self-starting, identifying priorities and making decisions whilst working to tight deadlines and keeping others informed.
- A passion for continual learning and new technology tools, using them to best effect across content marketing management.
- Confident in making decisions and acting on them to get the desired results and impact.
- Committed to diversity and supporting equality of opportunity.
- The ability to work flexibly (occasional evenings and weekends), including travel within the UK, according to the needs of the service.

Desirable:

- Chartered Institute of Marketing (CIM) qualification or working towards.
- An understanding of the arts and the impact of participation in the arts on health, wellbeing, and learning.
- Competent use of design software e.g. Adobe Photoshop to create high quality and attractive flyers and posters that effectively use darts branding
- Basic filming and editing skills for use in social media
- An awareness of how communications and marketing can attract donations and funding
- Clean driving licence.
- Local knowledge of Doncaster and its different communities.