

Job Title:	Marketing and Communications Co-ordinator	Job Category:	Salaried position. Fixed Term Contract – 1 year
Location:	Southend / Liverpool / or Peterborough (<i>close to one of our 3 sites</i>)	Travel Required:	Occasionally
Level/Salary Range:	£25,000 - £27,000	Position Type:	Full time
HR Contact:	Stephanie Stevenson stephanie@metalculture.com	Hours of work:	9am – 5.30pm
Line Manager:	Artistic Director & CEO	Start Date:	Oct/Nov 2020

To apply for this post, please email a CV and covering letter to:-

Stephanie Stephenson, Company Administrator, Metal
stephanie@metalculture.com

Deadline: Thursday 10 September 2020

About Metal

Metal was founded in 2002 by Jude Kelly CBE working with current Artistic Director and CEO, Colette Bailey since inception. We currently work from three bases – Liverpool (since 2004); Southend on Sea (since 2007) and Peterborough (since 2012). In each place, we work from buildings of historic significance that we have transformed from empty or derelict spaces into vibrant cultural and community hubs.

We support artists, locally, from across the UK and overseas, working in all disciplines, at all career levels, providing opportunities for artists-in-residence, running intensive week-long Culture LAB's for peer-to-peer learning and exchange, mentoring and professional development. We create large-scale, participatory art projects that respond to our immediate environment and involve people of all ages and from all walks of life. We curate exhibitions, festivals and other events which are often in response to place.

Our spaces provide short term incubation space for artists and other creative industry organizations. They are well used by numerous community groups for meetings, workshops, performance, artist's talks and the development of networks and ideas. We operate through a wide range of partnerships, ranging from Arts Council England, local authorities, regional agencies such as the Local Enterprise Partnerships, Music Hubs and Bridge organisations. We also have strong working relationships with a wide range of other arts organizations, community groups, schools and HE/FE institutions.

About This Role

This role is for a talented and motivated Marketing and Communications Co-ordinator with ideas, ambition and a passion for connecting audiences of all ages and from all walks of life to culture – both online and live. You will work with our Senior Management Team to ensure that the Metal programme across all our three UK sites, as well as larger scale programme such as *Estuary 2021* reaches, engages and increases audiences, participants and identified priority groups, including those communities who do not currently engage with Metal. You will support the delivery of marketing and communication strategies, particularly through digital communications, delivering key messages to audiences, participants and stakeholders across all channels and platforms.

A key part of the role is supporting *Estuary 2021* which is planned to take place in May/June 2021. This is a large-scale presentation of artwork, discussion, literature and film curated in response to the Thames Estuary. It will be presented through on-line broadcast, in the landscape and in venues across South Essex and North Kent.

Principal Duties

Marketing and Communications

Social Media and digital marketing

- a) Support Metal's digital marketing objectives, with a focus on developing a wider social media presence
- b) Creating and coordinating a well-balanced, consistent and engaging flow of social media content across all Metal's programmes on our main platforms (Instagram, Facebook and Twitter), posting appropriately for each programme and platform.
- c) Layout and send Metal's e-newsletters and other communications via Mailchimp
- d) Ensure listings placements for all exhibitions and events across external listings sites and monitor and respond to online reviews

Website content and upkeep

- e) Updating and maintaining the main all Metal's websites alongside our other project and programme led websites (e.g. *Estuary 2021* (estuaryfestival.com) and NetPark (netpark.zone))
- f) Updating and publishing all web content including writing and/or editing copy and producing graphic content, image manipulation and general website maintenance
- g) Contribute towards the accessibility of Metal's websites and marketing and communications output, including captioning images, subtitling video and other considerations.

Ticketing

- h) Manage our Eventbrite ticketing account – setting up and sharing booking information – alongside planning effective communication with this audience to co-ordinate feedback.
- i) When required assist in research and identification of competitive and effecting ticketing options for larger events.

Press and physical marketing assets

- j) When appropriate, assisting in the writing and dissemination of press releases and other copy to local and regional press contacts – working with the team members at each site.

- k) Assist with production and distribution of printed marketing materials when required

Partnerships

- l) Where and when appropriate, assist in the establishing of links and possible partnerships within our local communities – including travel companys, B&Bs, hotels, food outlets and others – to reach new audiences and encourage influencers to act as ambassadors for Metal

Longer-term planning

- m) Be instrumental in the planning for and development of a new Metal website ready for our 20th birthday in 2022 working closely with the senior management team and selected web developer to create and roll out the new site.

Data and Analytics

- n) Monitor, analyse and report on the impact of marketing campaigns, social media and Metal website analytics on a quarterly basis – with all data required for stakeholder report produced in a timely manner.
- o) Assist with the analysis of data from activities across the organisation (e.g. SurveyMonkey; Jotform; Excel etc)
- p) Working with SMT and other Metal project managers, maintain and keep up to date a database of local press contacts across all channels (print / broadcast / bloggers / influencers)

Assets and Budget Management

- q) Oversee the digital advertising budget, developing, implementing and evaluating the success of paid advertising campaigns on Facebook, Instagram and other digital platforms
- r) Maintain an effective marketing image library – with images sized ready for online and print in accordance with our specific size requirements.

Reporting and Evaluation

- s) A key part of Metal’s work is evaluating our programmes and engagement. You will support the reporting requirements of Metal– providing quantative and qualitative audience and engagement data for projects – and the organization as a whole.
- t) Contribute to reporting of Metal nationally – feeding statistics from your work into reports, policies and planning documents
- u) Work with our Audience Finder and Impact & Insight data systems – required as part of our ACE National Portfolio Organisation status.

Other Duties

- v) Maintaining confidentiality at all times
- w) You will manage audience, supplier and other contact data in strict compliance with GDPR in a timely manner
- x) You will work actively within Metal’s Equal Opportunities, Child Protection and Health and Safety Policies
- y) You will undertake any other duties reasonably requested by senior management Southend

This job description is a guide to the nature of the work. It is not wholly comprehensive or restrictive and may be reviewed with the Post Holder and Line Manager as required.