

BUXTON OPERA HOUSE & PAVILION ARTS CENTRE

JOB DESCRIPTION

PERSON SPECIFICATION

Job Title: Digital Marketing & Publication Officer

Department: Communications and Fundraising

Reporting to: Marketing Manager

Position Summary

Responsible for planning and executing the organisation's values and key messages to existing and potential supporters (individuals and organisations) specifically via social media and digital channels, as well as through print publications.

The role is a crucial function in the day-to-day running of the organisation and to other departments across the organisation.

Key Working Relationships

The post holder will report into the Head of Communications & Fundraising and will also work closely with the Communications & Fundraising team, Box Office team, Programming team and external providers such as website platform, google ads service and local media platforms.

JOB DESCRIPTION

KEY ROLE RESPONSIBILITIES

Digital/Social Media

- Support the creation of content and review BOH (and associated organisations) social media accounts ensuring all copy is up-to-date and relevant for each platform, including (but not limited to): Facebook, Twitter, LinkedIn, Instagram and YouTube
- Create and promote regular and exciting video content
- Generate and design graphics/collateral for use on digital platforms
- Understand the different opportunities within different channels and the target audiences they reach
- Write exciting copy which tells engaging stories and inspires action through emails, social and digital media, PPC, paid social, Google ads and the website

- Create engaging, impactful, and creative content to support marketing campaigns
- Devise and support innovative social media campaigns to increase social engagement, ensuring suitable mechanisms are in place to effectively evaluate their success
- Develop and support the evolution of a content calendar and schedule posts, ensuring a constant supply of relevant content
- Collate and analyse social and digital media coverage, including producing reports on activity and outcomes, to optimise future digital and social media marketing, content and design
- Stay abreast of new digital and social marketing techniques, tools and developments, especially through peer networks and online conferences, seminars etc., keeping up-to date with changes and advances in social and digital media and advising on new approaches to adopt
- Take responsibility for ensuring that all digital communications are consistent with the BOH brand.
- Pull together the content for newsletters, upload daily film updates for Buxton cinema and update the digital screens with new films on a weekly basis

Website

- Support the overall design, content and maintenance of the website
- Ensure that all content remains up-to-date and interesting, through the creation of fresh web assets
- Add new events on sale
- Devise practical plans for driving online traffic in conjunction with the Head of Communications & Fundraising

Print/Promotional Material

- Liaise with promoters regarding print requirements, overprint details, delivery and once delivered ensure these are received and organised accordingly.
- Work with the Maintenance Manager to keep the print room tidy and organised, arranging recycling collections as needed
- Update all posters/flyers/brochures/banners in and around the venue, including the BOH, PAC and Cinema, on a rotational basis
- Produce posters/flyers for our Coffee Concert series, Buxton Buzz Comedy Club series and other events as needed
- Update the print display in the Cavendish Arcade and liaise with volunteers regarding the distribution of brochures.
- Liaise with local print distributors including Tourist Information Centres, pubs, accommodation and other tourism bodies
- Produce and print programmes for Coffee Concerts and NT Live streamed events
- Help to collate copy and images for the BOH brochure and monthly Cinema brochure
- Proofreading

General

- Coordinate the production and curation of digital content including photos, videos, written content, and other digital assets to produce compelling messages that engage key audiences and motivate them to act
- Be flexible in work approach to provide support on other projects within the Communications & Fundraising team when necessary
- Act in a manner that enhances the work of the organisation and its overall public image
- Provide formal and informal training at the request of your line manager, Head of department or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- Contribute to the overall aims of organisation, take initiative to establish constructive relationships with other organisations in liaison with your line manager
- Champion our brand internally and externally; support with ensuring organisational outputs adhere to branding and style guide
- Collaborate with other departments across BOH
- Be an ambassador and advocate for BOH and promote BOH company values and behaviours internally and externally.
- Uphold the principles of, and adhere to, company policy and procedures relating to General Data Protection Regulations and to ensure that all data is dealt with in accordance with current legislation.
- Undertake any additional duties as may be required at the discretion of the Line Manager or Head of department.
- Comply with and uphold the principles of relevant legislation and company policies and procedures.

The postholder will be required to work across the business including, but not limited to: Buxton Opera House, Pavilion Arts Centre and the Trust's offices at No5 The Square. It is a requirement of Buxton Opera House that all staff work in a flexible manner compatible with their jobs and in line with the objectives of the company. The post holder may be required to work weekends and evenings from time-to-time for which time off can be taken in lieu. Please note the job description for this position may be reviewed and amended to incorporate future business needs.

PERSON SPECIFICATION

Essential: the successful candidate will meet the majority of these requirements.

Experience

- Proven practical experience in a digital and social marketing role with website development, social media and video production and editing
- Proven experience of managing a content calendar
- Experience in developing websites, preferably with a hands-on approach, using a website content management system
- Demonstrable experience using PhotoShop, Illustrator, InDesign & other creative platforms
- Experience in maintaining and updating social media channels including Facebook, Twitter, Instagram, LinkedIn and You Tube and developing content for these channels

- Social media advertising and Facebook Ad Manager to create sophisticated and targeted campaigns
- Relevant and demonstrable experience working in a design role producing a range of branded materials for a range of clients, or portfolio of design work.

Skills and Knowledge

- Knowledge and practical application of Facebook fundraising tools
- Knowledge of Google Analytics and experience analysing data with recommendations
- Knowledge of current Data Protection and Copyright legislation.
- Strong planning and organisational skills
- Strong communication skills both written and verbal.
- Proficient in copywriting, sub editing and proof reading.
- Computer literacy (specifically MS office and website CMS systems).
- Ability to analyse trends and interpret data
- Ability to work independently and as part of a team with key stakeholders and suppliers

Education, Training and Qualifications

- Educated to A level standard or equivalent with good standard English and Maths

Personal Attributes

- Proven ability to work to a high standard with attention to detail and under your own initiative
- Ability to work with brand guidelines
- Commitment to achieving high standards in all areas of work
- Strong work ethics with the ability to manage multiple prioritise against tight deadlines.
- Creative and with a keen eye for detail
- Excellent planning, communication and interpersonal skills
- Enthusiasm for theatre and the arts
- Flexible approach to working, including the ability to work unsociable hours in the evening and at weekends.
- Ability to work on multiple projects with conflicting deadlines.
- Good team player.
- Quick learner who is adaptable to change
- Goal orientated
- Proven ability to be part of a committed and hardworking team in line with the ethics and values of BOH, acting in the best interests of BOH at all times.
- Able to travel widely according to the demands of the post, including to the BOH main offices.

Desirable: the successful candidate should meet some of these requirements.

Experience

- Experience of working in the arts, heritage or cultural/creative industries or events management environments.
- Experience working to brand guidelines and supporting others to follow best practice
- Experience developing publications from initial design to print

- Experience producing creative for digital use

Skills and Knowledge

- Knowledge and experience in the use of Spektrix and MOSAIC profiling.
- Knowledge of Google AdWords
- Social media management software tool such as hootsuite

Education, Training and Qualifications

- Marketing/Design related qualification
- Membership/involvement with Arts or Marketing professional bodies.
- Educated to degree level or equivalent.

SUMMARY OF TERMS

Contract	Full time, permanent (37.5 hours per week)
Location	Buxton
Salary	Up to £24,000 per annum
Probation period	6 months
Pension	Auto enrolment
Holidays	25 days plus 8 days bank holiday per annum
