

## **Bilingual Marketing & Communications Manager Artis Community Cymuned**

**Responsible to:** CEO

**Location:** Home based / YMa Pontypridd

**Hours:** 37.5 hours\* per week, to include some evening and weekend work due to the nature of the role

**Salary:** £ 23k - £ 26k per annum commensurate with experience

*\*requests for flexible working and part time hours will be considered*

### **Background**

Artis Community Cymuned has reached a very exciting time in its history with an imminent move into our new home at **YMa – Man Creu Meithrin Celf | Place for Culture Creativity Arts**. This redevelopment of the Pontypridd YMCA building will become a centre for Culture Creativity Arts that will amplify the energy and vitality of the South Wales Valleys and it is set to open in the summer of 2022.

### **The post**

Artis Community Cymuned is inviting applications from suitably qualified candidates to help the organisation raise its profile as a leader in community arts provision and as a venue operator.

The successful candidate will have a proven track record in managing marketing and communications campaigns, achieving increased engagement and arts participation within the community and sales and bookings for events.

This is an opportunity to work with an organisation in an exciting period of development, looking to make a positive contribution to the health and wellbeing of its community as well as supporting socio-economic prosperity and the opening of a multi-million pound centre for creativity arts and culture.

### **Key Roles and Responsibilities:**

- Develop the existing marketing and communications strategy to achieve key targets.
- Generate a social media strategy and support and manage the Marketing and Communications Assistant in the generation of content that builds meaningful connections and encourages community members and audiences to take action.
- Work with the Artis team to develop fundraising campaigns to encourage sign up to individual giving, sponsorship and donations.
- Collaborate with the Artis team and volunteers to manage reputation, identify key contacts and co-ordinate actions.
- Lead on press and media activity, generating stories and keeping a working document of press contacts and other networks to promote our work.
- Work with the Artis team to ensure clarity of understanding and promotion of projects
- Communicate the Artis Community story through the voices of key participants / volunteers
- Work with tenants of YMa to promote the full offer of the building's events and projects.
- Work with the Artis team to promote hires in YMa
- Ensure events are set up online in a timely fashion via the company's CRM system.

### **Campaign Delivery**

- Manage, design and deliver marketing and communications campaigns for company programmes, working creatively to ensure information reaches people without access to digital technology
- Work with the Chief Executive and Finance Administrator to design and manage marketing budgets
- Design and project coordination of digital assets to drive engagement online
- Coordinate PR and marketing campaigns
- Manage the workload of the Marketing and Communications Assistant and marketing volunteers to deliver campaigns.

### **Digital**

- Responsibility for maintaining and developing Artis Community Cymuned's website, managing relationships with web developers
- Develop YMa's website
- Lead on the organisation's digital marketing, acting as a central point for gathering of ideas around content and potential creative assets, and commissioning and developing content
- Create and implement a Communications Calendar and systems for monitoring and evaluation

### **External liaison**

- Ensure an intelligent, creative and community focused approach, digital and non-digital, sits at the heart of all Artis Community Cymuned and YMa's marketing and communications activity
- Develop and manage effective organisational systems and processes for all marketing and communications activity
- Work with the Company Manager on the management of audience data within the organisation, ensuring that all marketing and communications activity is GDPR compliant

### **Internal liaison**

- Carrying out day to day administration tasks effectively and self-sufficiently
- Maintaining regular and productive contact with staff, volunteers, funders and external agencies
- Acting at all times in accordance with the policies of the organisation

### **Professional development**

- Maintaining and developing personal expertise and knowledge by reading, networking and undertaking further training in order to develop professional competence and to contribute to the development of competence within the team
- Keeping abreast of developments in the field and increase skills and knowledge by participation in courses, in-service training, secondment opportunities, networking etc.

### **Confidentiality**

- Ensuring confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity
- Complying with the requirements of the General Data Protection Regulations

This post is subject to an enhanced Disclosure and Barring Service Check as well as receipt of 2 satisfactory references.

The post is also subject to a 3-month probationary period

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications and training</b>	<ul style="list-style-type: none"> <li>● 3 + years' experience working in creative, cultural or charity sectors</li> <li>● Experience of developing and implementing marketing and audience development plans</li> <li>● Experience of campaign planning and delivery, including design and print production, print distribution, content creation, social media advertising, email marketing, and reciprocal marketing activity</li> <li>● Experience of managing and maintaining web platforms and social media, specifically knowledge of digital marketing and engagement, and experience of managing social media channels (e.g. Facebook, Twitter) to engage audiences, promote events and build brand awareness</li> <li>● Experience of managing an assistant</li> <li>● Strategic and creative approach, with the ability to work to deadlines while managing multiple priorities</li> <li>● A strong visual sense and a flair for language</li> <li>● Excellent Welsh &amp; English verbal and written communication skills, including creative copywriting skills and proofing skills, and proven ability to enthuse and persuade</li> <li>● Meticulous attention to detail and accuracy</li> <li>● Experience of managing budgets</li> <li>● A self-motivated person who works well independently and as part of a small team</li> <li>● Ability to contribute ideas and a willingness to challenge the status quo</li> </ul>	<ul style="list-style-type: none"> <li>● An interest and knowledge of community arts</li> <li>● Digital creation skills, including image and video content creation and working experience of programmes such as Adobe Suite, InDesign, Final Cut Pro X</li> <li>● Experience of marketing community arts programmes and events</li> <li>● Educated to degree level</li> </ul>

	<ul style="list-style-type: none"> <li>● A desire to champion the views and perspectives of communities through all marketing, communications and engagement activity</li> <li>● Awareness of sectoral developments, including challenges as well as innovations and good practice</li> <li>● A personal interest or desire to develop knowledge of community arts</li> <li>● A personal and professional commitment to equity and equality of opportunity and to diversity in all its forms</li> </ul>	
<p><b>Skills and abilities</b></p>	<ul style="list-style-type: none"> <li>● Ability to communicate fluently in Welsh</li> <li>● Experience in using social media effectively</li> <li>● Excellent consulting, writing, editing (photo/video/text), presentation and communication skills</li> <li>● Excellent interpersonal and communication skills;</li> <li>● Excellent organisational skills and attention to detail</li> <li>● Positive attitude, with good multitasking and organisational ability</li> <li>● Ability to maintain clear communication and a structured approach to multiple streams of information and in different contexts</li> <li>● Ability to work calmly under pressure</li> <li>● Will be able to demonstrate positive personal drive through being self directed, resourceful and creative</li> <li>● Excellent IT skills: competency in all aspects of Microsoft, Internet Explorer / Safari and Wordpress</li> <li>● Competency in Database software</li> </ul>	<ul style="list-style-type: none"> <li>● Competency in Design software particularly Photoshop and InDesign</li> <li>● Knowledge of social analytics tools</li> <li>● Ability to build and develop relationships with key stakeholders and other external parties / organisations</li> </ul>

<p><b>Experience/ Knowledge</b></p>	<ul style="list-style-type: none"> <li>● Experience of managing complex communication streams</li> <li>● Ability to work effectively and without prejudice with people regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and cultural and social backgrounds.</li> </ul>	<ul style="list-style-type: none"> <li>● Experience of working in professional and community arts sectors</li> <li>● Experience of health or social care sectors</li> <li>● Experience of working with local authorities, Arts Council, colleges / universities or other third party organisations.</li> <li>● Local knowledge</li> </ul>
<p><b>Personal effectiveness</b></p>	<ul style="list-style-type: none"> <li>● Organisational skills and a proven ability to manage time effectively, autonomously and in teams</li> <li>● Commitment to delivering excellence</li> <li>● Commitment to learning and professional development</li> </ul>	<ul style="list-style-type: none"> <li>● Full, current driving licence and use of a car which is insured for business use.</li> </ul>