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Coventry
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Charity Reg. 1107757
Company Reg. 5260817

Arty-Folks

Job Description Marketing and Outreach Manager

Salary: £23,000 to 25,000, depending on experience
Responsible to: Chief Executive Officer
Location: mostly from home, and at Arty-Folks premises in central Coventry
Working hours: 37.5 hours per week
Contract type: initially 12 months with a view of becoming permanent
Start Date: 19th July 2021

We are looking for an experienced Marketing and Outreach Manager with exceptional organisational skills and a passion for the Visual Arts and Mental Wellbeing.

You will raise our profile and promote our brand through a wide range of channels to reach adults with low to moderate mental health needs across Coventry and Warwickshire. You will be experienced running campaigns that increase customer interaction and maintaining customer engagement.

You will be responsible for marketing all our services and activities online and in venues across Coventry and Warwickshire. You will work with us to promote art as a powerful tool to achieve good mental health, to spark the human drive to explore, to learn, to succeed.

You will have at least 3 years' experience in marketing or communications and you are able to demonstrate working to high standards. We're looking for someone resilient, creative, with excellent attention to detail, highly organised, reliable and a self-starter requiring little instruction or supervision to get the job done. Like us, we want you to be passionate about our work and interested in measuring, analysing and replicating our success.

We are a small team and while everyone has their own role clearly defined, we all get stuck in and we never say "that's not my job" – we are team players. We value diversity and inclusivity, as combatting discrimination in all its forms is very important to us.

Application closing date: Friday 2nd July 2021, 5pm.

Email your CV including two references to hayley.cartwright@gmail.com with a brief covering letter or video explaining why you want to work with Arty-Folks and what you will bring to this role. In your application include examples of a campaign or comms piece you have done recently and explain succinctly what was achieved.

Interviews for shortlisted candidates will take place week commencing 5th July 2021. Short-listed candidates will make a presentation to the Board of Trustees on Friday 9th July 2021. References and pre-employment checks week commencing 12th July 2021. Employment start earliest 19th July 2021.

Role Responsibilities Marketing and Outreach Manager

Your day to day will include, but is not limited to:

- Creating project/event specific campaigns, from ideation to working in collaboration with the team to deliver them, e.g. World Mental Health Day, International Women's day / attracting more men to courses, or those in a particular job.
- Managing all social media accounts and schedules including updating the WordPress website.
- Creating promotional materials for print and online with eye-catching visuals that are informing, engaging and thought-provoking covering mental health, art and community.
- Using a range of tools to promote activities in line with the schedule, monitoring sign-up and programme metrics to ensure we meet our targets and reach the people who will benefit most.
- Writing creative copy for presentations, executive updates, newsletters, website, posters promoting our services to targeted audiences etc.
- Maintaining regular communication with stakeholders at meetings, email communication, and sharing output of the programme in a timely and appropriate way.
- Linking in with sector partners to run joint promotional events, exhibitions, and campaigns.
- Maximise impact of all work with a clear focus on output and speed whilst maintaining quality and high professional standards.
- Analysing online engagement, evaluate the performance and impact of content and channels, regularly reporting insights and providing recommendations.
- Capturing and communicating stories of our impact and our community, ensuring all content is on brand, relevant and consistent in voice and tone.
- Attending key events online and in-person, and developing new opportunities to link in with partners across Coventry&Warwickshire, including Coventry City of Culture 2021.
- Creating relevant policies, brand guidelines and documenting marketing processes.
- Auditing the current marketable contacts database and ensuring the database is GDPR compliant.
- Forming strategic partnerships with a wide range of stakeholders including local businesses, voluntary sector partners, local authority, NHS organisations to maximise our reach and resources
- Ensuring marketing activities generate a pipeline of participants to engage in the creative arts programme fulfilling the programme requirements – demography/ geography / deprivation etc.
- Confidently speak about the output of the arts programme and share its benefits in a timely and appropriate way.
- Managing and working within limited financial budget.

Relevant experience:

- You must have at least 3 years' experience in a marketing or communications role.
- You must be based in the Coventry-Warwickshire area.
- You must have excellent writing and proofreading skills and be able to evidence this.
- You must be social media savvy across all platforms (Twitter, Instagram, LinkedIn, Facebook, YouTube).

- You must be experienced in bringing campaigns together in a coherent way with the right content delivered at the right time on the right platform with clear metrics for results.
- You must have knowledge of equality and diversity and its relevance to the communications and marketing function.
- Confident use of a wide range of applications, e.g. Microsoft Office, Canva, Asana, etc.
- Graphic design skills to create captivating marketing material.
- Creative skills such as videography would be an advantage.

Personal skills and qualities:

- Compelling, clear and creative communicator.
- Passionate about our brand and aspirations and the power of storytelling.
- Growth mindset and creatively able to adapt quickly to change.
- Super organised and able to prioritise by setting deadlines.
- Great attention to detail - able to spot mistakes but able to maintain high quality work without compromising on pace.
- Audience first. You think about what you're creating, for whom and why.
- Data geek! You're interested in learning from analytics and measuring success.
- Excellent contributor to collaborative team culture.
- Accountable and willing to take initiative.
- Resilient when things go wrong and able to inspire others to move through difficulty.
- Committed. You see things through. You're reliable and people say they can count on you.
- Ambitious and wants to support our team to reach our goals and dream big.
- Value diversity and inclusivity as combatting discrimination in all its forms is very important to us.
- Are not afraid to get your hands dirty and are open to learning new skills.

ARTY-FOLKS Values:

- We exist to inspire change and we want to lead out in front.
- We recognise and respect diversity while treating all people equally.
- We are creative and purposeful, vibrant and inspiring through creative expression, but never at the expense of simplicity and clarity.
- We enquire. We pose questions, don't accept the status quo and always, always ask: what can we do together to make this be better?
- We seek to empower people rather than creating dependency.
- We want to know what's going on in the world and in people's hearts and minds. We ask and we listen.
- We express ourselves and we thrive for authenticity and congruence in everything we do.
- We believe that whilst past hurts cannot be undone, everyone can learn to walk in their own shoes with confidence
- We work hard and have high standards and we do our best to keep a good work-life balance.
- We make every environment an enjoyable place to be, to be creative, to learn from each other, and everything we do is grounded in working together as a team.
- We love what we do and we want to communicate this with creative flair to a wide range of audiences.