



ARTS FOR EVERYONE IN RYEDALE - AND BEYOND

www.helmsleyarts.co.uk Box Office 01439 771700

Job Advert

Job Description	Marketing Coordinator
Location	Helmsley Arts Centre (HAC)
Length of Contract	12 Months
Responsible To	HAC Artistic Director and Board of Trustees

Job Summary

Marketing Coordinator: Promote and market HAC & HAC's programme

Main Duties and Responsibilities

- Assist with development and implementation of long term Marketing strategy/plan in line with HAC's Business plan.
- Collect and use information about visitors and their experience to develop and improve the visitor experience and attract new audiences.
- Marketing to current and potential audience through traditional and social media methods.
- Develop joint marketing activities and partnerships with other arts venues.
- Maintain and upload events to HAC website and other sources.
- Responsible for marketing and promotion of HAC events and activities.
- Responsible for HAC's social media presence.
- Assist with organisation of publicity materials to promote events/activities.
- Assist with the production and organise distribution of HAC's three annual brochures.
- Manage audience database and ensure compliance with the Data Protection Act.
- Coordinating on all aspects of a marketing campaign, including evaluation.

Contacts and Relationships:

- HAC Colleagues & Volunteers
- Members of the public
- Press and media
- Artists, Arts agencies and organisations

Skills and Experience

- Past work experience as a marketing coordinator/officer or similar role (Essential).
- Knowledge of traditional and digital marketing, content marketing, and social media marketing.
- Experience with research using data analytics software.
- Excellent writing, communication, and presentation skills.
- Proficiency in full Microsoft Office suite (Adobe Creative Suite knowledge is desirable)
- Ability to work on own initiative while seeking appropriate input.
- Able to critically evaluate ideas and information.
- Good organisation and efficiency.
- Able to adapt and make improvements to working practices.
- Able to work as a member of a team and collaborate across organisational boundaries.
- Ability to meet targets and deadlines while managing a wide range of concurrent activities

The duties and responsibilities in this role are not restrictive and the post holder may be required to undertake other duties from time to time. This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.

The position is for 10 hours a week over two days based at Helmsley Arts Centre (Tue & Thu)

£10 per hour

The post is subject to a probationary period of 6 weeks

Procedure:

Please send your application, with any attachments, including CV, covering letter and any information you think will help us make our decision, to Natasha Jones - director@helmsleyarts.co.uk

Deadline for applications: Fri 7th May 2021

Interviews week commencing: W/C 17 May 2021

Projected Start Date: W/C 1st June 2021