

**Marketing and Communications Officer
(Maternity Cover)**

Application Pack

HOME

GMAC is funded by



Introduction to HOME

HOME is Greater Manchester's vibrant cross art form centre. We commission, create and present contemporary theatre, visual art and film and provide a space for experimentation where art forms meet and interconnect. HOME's programming is political, international and experimental.

HOME first opened its doors in May 2015: a new, £25m multi-art form venue for Manchester, operated by Greater Manchester Arts Centre (GMAC). Since opening, we have welcomed over 4 million visitors and contributed over £101 million to the Greater Manchester economy. We became one of the few UK organisations to produce new work across theatre, visual art and cinema, achieving local, national and international artistic recognition.

Our programme is presented across:

- Five state of the art cinemas, presenting one of the UK's most celebrated programmes of independent film
- Two theatres – c.500 seat proscenium arch T1 and c.130 seat flexible studio theatre T2 – presenting HOME produced productions
- 500m2 contemporary visual art space
- Digital platforms
- Talent development and engagement spaces
- In the communities of Manchester

HOME also relies on trading and ancillary income to support the charity, including two bars, a restaurant, event spaces and retail space.

Job Context

This is a fixed term maternity cover role for 12 months within the Marketing and Communications Team, which is led by the Director of Marketing and Communications, who also directs the Customer Service team. These teams work together to put audiences at the heart of everything HOME does. They are responsible for achieving ambitious targets for audience growth, income and digital innovation. They ensure our audiences are diverse and reflective of the city, manage the operation and administration of our box office and provide the highest possible standard of customer care and visitor experience.

Job Summary

The Marketing and Communications Officer will support the team to deliver the highest standard of marketing, audience development, research, digital, PR and communications activity. They are line managed by the Head of Communications and will work closely with the wider team. We are looking for an enthusiastic individual with excellent communication, content creation and administrative skills, and a high level of attention to detail. This is a valuable opportunity to work in a successful arts organisation and gain an excellent foundation in marketing campaigns, communications, PR and digital marketing.

JOB DESCRIPTION

Purpose

To deliver marketing and communications campaigns for HOME's artistic, engagement and talent development programmes, delivering effective and creative campaigns that increase audience numbers and diversity, and drive income. In addition to supporting communications, press and PR across the organisation, this role has a focus on Visual Arts marketing and the appointee will work closely with Marketing and Sales Officers for both Theatre and Film.

Team Marketing and Communications

Reports to Head of Communications

Main duties

1. To devise and deliver creative marketing campaigns for HOME's artistic programme, in particular visual art exhibitions, as well as education and engagement activity and talent development programmes
2. To support the Head of Marketing in delivering audience development and sales targets, including for groups and schools
3. To write audience specific copy for advertising, print, social media, website and direct marketing
4. To manage advertising campaigns from media buying, content creation to supply and evaluation
5. Manage print projects such as programmes and brochures liaising with external designers, printers and distribution companies
6. Work with the Head of Communications and Digital Communications Manager to create digital content for marketing campaigns and generate ideas, promotions and content for HOME's social media channels
7. Work with the Digital Communications Manager to monitor, evaluate and report on our digital activity including website, social media and newsletters
8. Compile and distribute e-newsletters via DotDigital system
9. Monitor and administer relevant marketing and communications campaign budgets
10. To collect and digitally archive all HOME related press and media coverage and support the Head of Communications in the preparation and distribution of press reports
11. To support the Head of Communications with the preparation and distribution of press releases, statements and invitations

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12. To arrange and supervise photographers and film crews within the building and at external events, as required
13. To maintain and update the central press, media, VIP and stakeholder database as required
14. To support the organisation and delivery of events such as press nights, gallery previews, stakeholder events, campaign launches etc, leading on the organisation of specific events as required
15. Implement GMAC policies, in particular those around diversity, environmental sustainability and access
16. Carry out additional duties as deemed appropriate by the Director of Marketing and Communications and Head of Communications
17. Work evenings and weekends as appropriate
18. Undertake national and international travel as required

This is not an exhaustive list of duties and HOME's management may, at any time, allocate other duties which are of a similar nature or level.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS AND TRAINING		
SPECIALIST KNOWLEDGE	Understanding of, and strong commitment to, equality and diversity	Knowledge of legislation relating to copyright, data capture & data protection
		Strong knowledge of, and interest in, the UK arts scene
		Knowledge of the theatre and performing arts, visual arts and/or film sectors. Visual arts knowledge is particularly desirable.
		Up to date knowledge of SEO guidelines and best practice
EXPERIENCE	1 year+ experience of delivering effective marketing campaigns that drive sales and raise profile	Experience running audience development campaigns in an arts organisation
	Experience of evaluating marketing activity and audience data to inform future activity	Experience of the groups and schools market
	Experience of commissioning, briefing and working with external suppliers including media planners, designers, printers, distribution channels etc	Experience or understanding of supporting the delivery of digital content
	Experience of updating & maintaining website content	Experience of using a Box Office ticketing system
	Experience of using tools including Google Analytics, Hootsuite etc to monitor and manage digital activity	Experience of supporting event delivery
	Experience of using E-newsletter delivery platforms	Experience of working with databases

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	Experience of writing and distributing press releases	Experience of media management
PRACTICAL SKILLS	Excellent organisational, scheduling and planning skills	Design and/or video editing skills
	Strong IT skills	
	Copywriting and proofreading skills with strong attention to detail	
	Flexibility and ability to adapt quickly to a varying workload and demands	
DISPOSITION AND ATTITUDE	Positive, proactive approach to work and a good team Player	
	Proven ability to demonstrate initiative and independent thinking	
	Ability to deal tactfully with a wide range of people, including press/media, HOME supporters, senior staff and trustees	

Applicant information

At HOME we welcome applications from everyone.

HOME strives to present a vibrant, diverse programme that is reflective of the city that we live in. We believe that this can only truly be achieved if the workforce at HOME encompasses a broad range of beliefs and vantage points. We particularly welcome applications from people from a diverse ethnic background or those who are Deaf or disabled, as they are currently under-represented in our workforce. If you wish to discuss reasonable adjustments for this role, please indicate this on your application form and we will be in touch with you.

Outline of Terms and Conditions

TITLE OF POST: Marketing and Communications Officer

HOURS: This is a full time, fixed term role for 12 months. GMAC Ltd has a standard working week of 40 hours inclusive of meal breaks. Exact hours of work as required by demands of the post.

Overtime payments will not be made, however time off in lieu, with the agreement of the Head of Communications, will be available to cover any additional hours worked.

SALARY: Up to £22,770

ANNUAL LEAVE: 25 days p.a. plus statutory holidays, increasing with length of service thereafter

PROBATIONARY PERIOD: 3 months

NOTICE PERIOD: 1 month

PENSION: HOME runs a workplace pension scheme.

OTHER BENEFITS INCLUDE:

Free tickets for theatre and cinema

Discounts on food and drink at HOME's bar and restaurant

Travel schemes including cycle to work

How to apply

The deadline for applications is Friday 1 July, 12 noon.

Please complete the HOME application form, or you can submit a video application if you prefer.

Please ensure you provide examples of how you meet the Person Specification for this role in your form or video response.

Email your completed form or video response, along with a completed Equal Opportunities questionnaire, to recruitment@homemcr.org

Interviews will take place the week commencing 11 July 2022.

Unfortunately, we cannot acknowledge receipt of applications.

HOME strives to be an equal opportunity employer, committed to diversity and inclusion in the workplace.

Thank you for your interest in this post.

HOME (Greater Manchester Arts Centre Limited) collects personal information when you join us as an employee, apply for a job or work with us as a freelancer. We will use this information to manage the recruitment process, conform with employment or payroll legislation, report to funders on our workforce or to comply with other laws. HOME will not share your information with third parties for marketing purposes. For more information explaining how we use your information please see our privacy policy for Employees, Freelancers and Artists at <https://homemcr.org/about/policies/privacy/>.