**Job Description**

**Title:**  Digital Marketing Officer

**Line Managed by:** Head of Marketing and Communications

**Overall responsibility:** To deliver the organisation’s digital marketing strategy, focusing on campaigns across social media, e-communications and the website.

**Reports:** NA

**Hours:** 35 hours per week. Occasional evenings and weekends.

**Salary:** £23,000

**Holiday Entitlement:** 30 days paid holiday per annum, inclusive of eight Statutory Bank Holidays, increasing by one day for each year of service from 1st September up to a maximum of 35 days per annum.

**About National Centre for Circus Arts**

The National Centre for Circus Arts is a registered charity and one of Europe’s leading providers of circus arts training. For the past 30 years we have provided emerging and professional circus artists, directors and choreographers access to vital space and support to train, experiment and share ideas.

The National Centre is currently in the process applying to the Office for Students for independent registration as a Higher Education Provider in its own right having been a member of the Conservatoire for Dance and Drama (CDD) since 2004. Our diverse range of work includes BA degree-level education in Circus Arts validated by the University of Kent, which is supported at either side by a structured progressive training programme for under-18s and professional development opportunities for aspiring and established performers. Adults and young people can enjoy recreational classes and occasional performances. We also run highly regarded workshops, away days and team building events for the corporate community. We continue to develop our creation and production capabilities and are striving forward in both initiating, supporting and creating high quality work that can tour regionally and nationally. Our national role increasingly sees us supporting and mentoring circus artists and organisations across the country as we seek to develop and mature our remarkable art form.

We have embarked on an exciting new strategy for the organisation which will see an increase in our commercial activities in order to make us more financially sustainable. To facilitate this, we have created a new Commercial directorate, bringing together various revenue-generating activities into one department, along with Marketing and Communications.

**PURPOSE OF THE JOB**

Reporting to the Head of Marketing and Communications, the role will focus on delivering the organisation’s marketing strategy, created to target multiple audience segments across a range of activity. This will include, promoting our activities, measuring audience engagement, and increasing sales or participation in the following areas:

* Higher Education
* Recreational and progressive courses and classes for adults and children
* Venue hire, corporate workshops and consultancy
* Professional artist support and training

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**MAIN RESPONSIBILITIES**

* Supporting and maintaining the National Centre’s website presence along with optimising audience reach through analytics tools.
* Delivering the National Centre’s social media strategy through a range of platforms, planning and scheduling interaction and presence in an effective way.
* Leading on the creation and dissemination of all e-communications to users.
* Creating content for social media and website, understanding activity managers’ needs and programmes.
* Assisting with the understanding of our audiences and how to reach them.
* Supporting the promotion of other National Centre activities throughout the year.

**DETAIL OF RESPONSIBILTIES**

**Website**

* Ensure website pages, listings and public information are current and up-do date.
* Working with the Recreational Services Manager and Data Manager, ensure that new courses and classes are uploaded and made live within the necessary timeframes.
* Take a proactive approach to regular page updates that come in from across the organisation, planning time effectively and facilitating requests in a straightforward way.
* Ensure a strong website user experience by ensuring regular checks of page links, navigation and user journey.
* Triage and process any requests for the external website management company.
* Provide regular reports, using appropriate analytics tools.
* Explore and implement paid-for SEO and advertising.

**Social Media**

* Develop and implement the organisation’s social media strategy and plan campaigns based on the organisation’s requirements.
* Manage and schedule social media posts and interaction using a third-party platform, based on the department’s campaign calendar for planned events and activity.
* Be solely responsible for posting and approaches to social media, dedicating time to understanding our audience and followers and developing the organisation’s voice.
* Lead on the use, development and analysis of paid social media tools.
* Create content suitable for social media channels, such as short videos and images, liaising with activity managers.
* Research and keep abreast of new trends and social media tools.

**E-Communications**

* Using the DotDigital platform, lead on the dissemination of all regular and one-off e-commutations with customers and users.
* Work regularly with the Data Manager to ensure that Spektrix, the National Centre’s CRM system is harnessed to best serve e-campaigns.
* Also work with the Data Manager to ensure the termly e-campaigns for recreational sales are planned for and delivered effectively.
* Work with other activity managers to create an annual overview and delivery plan of their regular e-communication requirements.
* Develop the identity and style of e-communications to best represent the style guide of the wider organisation.
* Regularly review and report on the success of e-communication campaigns.
* Use analytics tools to improve reach and response.

**Content Creation**

* Create new content and repurpose existing content based on the needs of different areas of the organisation at certain times of the year.
* Take images of participants and share across website, social media and email.
* Edit images ready for use across different platforms.
* Film material for promotion across social media.
* Add captions to videos with speech to ensure accessibility for audiences.
* Liaise with commissioned professional videographers to ensure performances and other key events are filmed, on-brand and optimised for all platforms.
* Share video content across other channels.

**Departmental**

* Work with colleagues across the origination to understand their audiences and undertake research into platforms, channels and titles that could target them.
* Undertake training opportunities to assist with content creation.
* Administration and archiving of image resources.
* Event coordination (including press and guest events)

**Other**

* Represent the Marketing and Communications department at internal and external meetings on occasion.
* Demonstrate a commitment to health & safety and its practical application in all areas of work and encourage a culture of responsibility for H&S throughout the organisation.
* Promote a commitment to the National Centre’s Equal Opportunities & Diversity policy, Disability & reasonable Adjustments commitment and Code of Conduct, along with all other policies that contribute to the operating values and ethos of the organisation as determined in its mission statement.
* Such other duties (commensurate with the role) that may from time to time be reasonably required.

###### **PERSON SPECIFICATION**

**Experience**

* A minimum of 1 years’ experience in a marketing and communications role, ideally in an arts, culture or higher education organisation.
* Experience of using web based analytic tools.
* Experience of using free and paid-for social media tools in a working environment.
* Experience of delivering e-campaigns to different audiences.
* Experience of using content management systems (currently Wordpress), customer relationship management systems (currently Spektrix) and social media platforms (Instagram, YouTube, Twitter amongst others).
* Experience of using video and photography equipment.

**Skills**

* Strong organisational and administrative skills.
* Confident written and verbal communications skills.
* Excellent inter-personal skills, and the ability to be tactful, diplomatic and approachable.
* Excellent time management skills: ability to plan, multi-task and prioritise work.
* High degree of accuracy and attention to detail.
* Awareness of new trends in social media and digital marketing.

**Personal attributes**

* Customer oriented approach.
* Interest in the performing arts or higher education sectors
* Ability to work effectively and collaboratively across departments.
* Ability to work to deadlines and work in a calm and effective way.
* Flexible approach to working hours.
* Desire to learn new skills and grow within a team.