

Job Description and Person Specification

Marketing Officer

Hours: 35 hours per week (full-time), Mon to Fri 9am-5pm

Salary range: £22,000, rising to £22,500 on completion of probation

Benefits: 25 days holiday, workplace pension, cycle loan scheme, season ticket loan scheme

Reports to: Director of Arts and Events

Bow Arts is seeking a driven, imaginative and enthusiastic Marketing Officer to join their busy, friendly team. You will play a key role in growing our artist client base, as well as developing our audiences and reach. This is a great opportunity for someone with some marketing experience to lead on being the new external voice for the 26-year-old charity Bow Arts, supporting enterprise growth and community legacy.

Context of the role

Established in 1995, Bow Arts Trust has grown to become one of London's leading affordable workspace providers for emerging artists and creative professionals. We champion lifelong learning and inspire future generations of young people to access the arts.

We support professional artists, designers and makers with the infrastructure and practical support, skills and training they need to build networks that help them become successful and sustainable. Through our studios we invest and work with our local neighbourhoods, helping to improve opportunities for people to access our creative skills.

Alongside our workspace provision, Bow Arts Learning runs an innovative programme of workshops, projects and training in schools, working with over 100 schools in London boroughs. Bow Arts also runs the Nunnery Gallery, a free public gallery with a local focus, championing the work of emerging artists and uncovering local history and heritage. We also deliver a programme of community-focussed activities and events across our sites.

Main Purpose of the role

The Marketing Officer plays an important role in promoting the work of Bow Arts, ensuring our creative workspaces are kept at capacity and that our activities are reaching and growing audiences. You will lead on all external communications, through social media channels, our website and other forms of digital and physical communication. You will lead on the planning, development, co-ordination and evaluation of marketing campaigns, liaising with the Creative Workspace, Placemaking, Learning and Arts & Events teams as needed.

Main responsibilities include:

Marketing and Audience Development Strategy

- Liaise with all departments regularly to ensure the accurate promotion of our work, including studio / workspace vacancies, new buildings, gallery exhibitions and events programme, Open Studios, Learning Team activity and other opportunities.
- Develop imaginative solutions to reach new artist networks and underreached communities.
- Assist in the planning, development, co-ordination and evaluation of communication and public relations activities.

Digital and Physical Communication

- Support the preparation and distribution of central promotional materials, including mailshots, e-newsletters, blogs, press releases, surveys etc.
- Manage, create and pro-actively seek social media content, including on Twitter, Instagram and Facebook platforms.
- Ensure the Bow Arts website is kept up to date and updated with new content, driving the creation of new content when needed.
- Build audience numbers on social media platforms through cross-promotional activities and engaging with others' social media content.
- Maintain appropriate contact lists using Mailchimp, and create engaging e-newsletters and marketing campaigns on a frequent basis.
- Participate in Bow Arts events, including launch events, the gallery events programme and Open Studios.

Evaluation and Monitoring

- Maintain and update the central image bank, and the Bow Arts press and media archives.
- Manage systems for logging data for monitoring and evaluation of audiences.
- Produce a monthly marketing report for staff, including web analytics.

Public Relations and Branding

- Lead on and support marketing and media campaigns.
- Assist in raising the organisation's profile in the media locally, nationally and internationally by developing and working with local stakeholders and key media contacts.
- Ensure that the Bow Arts brand guidelines are used consistently and appropriately across all PR and communication activities.
- Answer and address enquiries relevant to the post, ranging from the press, our partners and funders, artists and the general public.
- Assist other departments in the collation of audience and participation data and drafting communications for evaluation reports in line with funder requirements.
- Adhere to the General Data Protection Regulation and the Data Protection Act 2018.

Person Specification

Essential	Desirable
Excellent communicator: spoken, written and interpersonal.	A passion for the visual arts, design and creative industries.
Experience of utilising digital platforms and tools, including content management systems (preferably wordpress).	Experience of assisting with the development of a new website.
Ability to keep up to date with the latest trends/developments in social media and digital project focused software.	
Ability to collect, collate, analyse and present data.	Experience of presenting reports on digital analytics (using Google Analytics)



IT literate with a working knowledge of MS Office software.	Experience of using design software such as Canva or Adobe Creative Suite.
Committed to promoting equality and diversity in all aspects of the role and individual actions.	
Organised with a meticulous attention to detail.	
The ability to prioritise and meet multiple deadlines.	
A self-starter with the ability to work independently, with a willingness to participate as part of a team.	

All staff are subject to an enhanced Disclosure and Barring Service (DBS) check due to our work with children and young people.

Bow Arts is an equal opportunities employer, a London Living Wage employer and a registered charity no. 1046958. Please let us know if you have any access requirements that you would like us to be aware of should you be offered an interview. twelve months after which it will be deleted or disposed of in a secure manor. By completing and submitting an application, you agree to Bow Arts processing your personal data for these purposes.