



Marketing & Communications Manager Recruitment Pack

Overview

Reports to:	Director
Responsible for:	Marketing, PR and Communications contracts
Commencement date:	May 2021
Salary:	£32,000 - £36,000
Hours:	35 hrs. per week
Contract Type:	Fixed-Term 36 months

About Metroland Cultures

Metroland Cultures safeguards the legacy of Brent's year as the Borough of Culture by building on the projects and relationships built over that year. It works in partnership with the community and Council to celebrate Brent's cultural heritage and grow its creative future. Through its Visual Arts and Music Biennial it presents stories and artists to local, national and international audiences. Metroland University offers a 2 month development programme to young people from Brent who want to work in the arts and the creative industries.

About the Marketing & Communications Manager role

As the Marketing & Communications Manager you will work with Metroland's Director to raise the profile of Metroland Cultures through developing and implementing a comprehensive Marketing and Communications strategy. You will be responsible for branding, advocacy, PR, and digital development. A key part of this role will be to retain and attract diverse audiences through developing and shaping audience development initiatives, working collaboratively with the Head of Programmes and Community Engagement Manager.

Duties and Responsibilities

Strategy

- With the Director design Metroland's marketing and audience development strategies, making sure our marketing activity is aligned to our public programme and fundraising goals.

- Grow the size and diversity of Metroland's audience whether through live performance, exhibitions or digital engagement.
- To work with the Fundraising & Development Manager and external PR agencies to deliver a coherent advocacy and PR plan, with relevant key messages and channels for a variety of different influences and media, and acting as a spokesperson as required.
- Evaluate marketing campaigns including producing data analytics.
- Manage and build relationships with other arts organisations and community partners for cross promoting and knowledge sharing purposes.

Branding

- To take overall responsibility for digital development, including the website switch over from Brent2020 to Metroland Cultures and all other social media platforms.
- Ensure Metroland's brand proposition, values, tone of voice and visual identity is embedded across all our communications and marketing collateral.
- Ensure branding guidelines are clearly communicated with partners, and consistently used.
- To manage communications with external contractors to create on-brand marketing collateral.

Content Creation

- To write and distribute regular press releases.
- To plan, write, schedule and send regular e-newsletters across different areas of our stakeholder base.
- To manage regular postings and social media content creation on all platforms.
- Monitor and respond to online comments, questions and reviews, reporting and escalating response handling where necessary.
- To work with the Head of Programmes to devise new products and related content that deepens the experience of new and existing audiences.

General

- To prepare regular reports for the Board of Trustees and other stakeholders as required.
- Assume the role of 'Data Champion' for the organisation - ensuring all staff understand and adhere to GDPR through keeping Metroland's Data Protection and Privacy Policies up to date.
- To work with the Director on an effective crisis management plan and taking the lead on proactive and reactive communication that might arise.
- To manage the marketing budget.
- Attend relevant marketing events and conferences so to remain up to date with sectoral development in marketing practices
- Maintain current knowledge of key agendas within the creative, cultural and digital industries so that Metroland can contribute to the discussion.
- Offer support to young people and artists engaged in Metroland University programme with information, advice and guidance on marketing and communications.

- Adhere to Metroland Cultures policies and procedures with respect to Safeguarding, Health & Safety, Equal and Diversity, Environmental and Data Protection.
- Be willing to undertake any necessary training or development in order to fulfill the role.

Person Specification

Essential

- Demonstrable experience in a marketing role within an arts or cultural context.
- Significant experience of audience segmentation.
- Experience of delivering digital marketing campaigns, managing corporate social media accounts (Twitter, Instagram, Facebook, YouTube etc.) and creating captivating content.
- Experience of managing marketing through effective, integrated use of tools and technology such as CRM, e-marketing platforms and analytics.
- Excellent communication skills, both written and verbal including the ability to communicate well with a wide range of stakeholders on a wide range of platforms, both online in person.
- Ability to write compelling copy for a variety of media and audiences.
- An ability to work independently
- An ability to work as part of a team
- Experience of commissioning effective content for different markets (copy, visual identity, video etc.) as well as proven ability to adapt to content to different audiences.
- Ability to prioritise workloads and coordinate workflows
- Applied knowledge of current legislative frameworks and best practice such as GDPR and safeguarding

Desirable

- Experience of marketing visual arts and/or music events
- Understanding of Brent

Applications

To discuss the role please email team@metrolandcultures.com to arrange a conversation.

To apply for the role please download the application pack send the following to team@metrolandcultures.com

1. Completed Application form
2. CV
3. Covering Letter

In addition, please complete our Equal Opportunities Monitoring survey [here](#).

The deadline for applications is **12th March 2021 at 5pm**.

Interviews will be held on the **22nd March**

For more information about Metroland Cultures please see www.brent2020.co.uk

Metroland Cultures is an Equal Opportunities and London Living Wage employer.