



JOB DESCRIPTION

Job Title:	Marketing Officer
Salary:	£25-30K per annum depending on experience
Duration:	Permanent
Hours:	40 hours per week
Reports to:	Senior Development Manager

JOB DESCRIPTION SUMMARY

This Marketing Officer role is ideal for someone who wants to develop their skills in a broad-based role. It is suitable for both a recent graduate with a marketing (or related degree) or someone with around 2 years' experience of sales-driven marketing, ideally in an education setting.

The role is to deliver the organisation's marketing plan and deliver recruitment the targets within it. The ideal candidate will be a creative and energetic person who is passionate about the arts and young people. The role will appeal to someone who relishes the hands-on work of designing and delivering effective marketing campaigns.

Wac Arts (WA) has three areas of work:

1. Arts Programme – activities are delivered from WA and across the country
2. Space Hire – especially for theatrical rehearsals and TV production
3. Office space rental – to socially aligned organisations

The primary purpose of the marketing function at WA is "sales" focused and must drive new enquiries to the charity's three areas of work.

We are looking for an enthusiastic team player who is self-motivated and interested in creating digital content that attracts young people to the arts.

Good copywriting and proof-reading skills are essential as is an understanding of both social media and email marketing. Basic website content management is required using Wordpress.

The role involves regular weekend working in line with the timetable for the Arts Programme.

SUMMARY OF KEY RESPONSIBILITIES

1. Deliver the organisation's annual recruitment and marketing targets
2. Produce quality content for all WA marketing activity
3. Post content on all WA marketing channels
4. Draft appropriate copy for all marketing activities
5. Design and produce flyers, posters and similar using the organisation's guidelines
6. Create compelling marketing campaigns to support all areas of work at WA



7. Report monthly on engagement with marketing activity and return on investment
8. Work with the Administration Team to help convert enquiries into service users
9. Manage all administrative matters involved in marketing activity
10. Work collaboratively with external consultants and suppliers
11. Contribute to the annual budgeting process
12. Deliver the marketing plan to the annual budget

PERSON SPECIFICATION

Candidates must have a clear understanding of and commitment to the aims of the Charity. Candidates will ideally possess and be able to demonstrate all or most of the following:

Skills and experience

- A good working knowledge of either email or social media marketing and ideally both
- Content production skills for photo, video and audio
- Illustrator and Photoshop skills
- Excellent writing skills
- Excellent file and document management skills
- Good general IT skills including MS Excel, Word, Outlook, Teams and Zoom

Attitude and approach

- Entrepreneurial and able to deliver to target on small and micro budgets
- Approachable, personable and confident manner
- Self-motivated and results driven
- Problem solver
- High levels of personal and professional organisation, integrity, discretion and confidentiality
- Methodical and process focused
- Flexibility to adjust to change and development
- Collaborative
- Ability to prioritise and manage time effectively to deliver tasks to competing deadlines
- Ability to work calmly under pressure in a busy environment

Other useful skills, experience and attributes

- Working knowledge of Salesforce CRM, mailchimp and Wordpress
- An understanding of search and SEO
- An understanding of PR
- Knowledge of or an interest in the arts or creative industries

This role requires an enhanced DBS clearance, which we will arrange for the successful candidate.

Equality



As an equal opportunities employer, Wac Arts is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy or maternity, race or ethnicity, religion or belief, gender identity, marriage or civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join Wac Arts. We are looking for interest from people who reflect the diversity of London and the communities we serve.