



**ARTS
ADMIN.**

STEP

Artsadmin

Marketing Officer

Location of role: E1 6AB
Placement hours: 37
Working pattern: Mon – Fri 10am – 6pm
Placement length: 12 months
Salary: London Living Wage (£11.05 p/h)
STEP Strand: Charity

About Artsadmin

Established in 1979, [Artsadmin](#) is an arts charity that has been based at Toynbee Studios in Tower Hamlets since 1995. We are a friendly team comprising around 25 people where everyone's contribution is valued.

Through deep collaboration with artists and partners, we create art and art experiences that change people's lives through climate justice and social justice-focused projects and through the mentoring and support of sustainable artist, producer, and arts worker careers. We tour across the UK, reach thousands of artists on a national basis every week, and regularly present artists' projects across Europe and internationally.

In 2021-22, we brought urgent artists' projects about climate and social justice to audiences of 130,640 globally (including a climate and arts festival across Tower Hamlets), nurtured 745 artists directly through our artist support programmes, welcomed back 34,000 artists and creatives to our creative hub Toynbee Studios, and reinforced our commitment to inclusion and anti-racism: 56% projects were led by artists who identify as Black and global majority people or involved majority participations of Black and global majority people.

We work across 5 main areas:

Projects — We curate, develop and produce works with artists that connect with audiences locally, nationally and internationally.

Platforms — We develop and deliver ongoing series and multi annual programmes, often in partnership, that progress our artistic agenda and drive important conversations.

Portals — We make space to share knowledge, expertise and insight to further ways in and ways forward in our sector for artists and arts-workers.

Pilots — We enquire, explore and innovate to address gaps in our field of enquiry, and find new models, ways of working and tools that push these forward.

Place — Artsadmin's home is Toynbee Studios is a creative eco-system that houses other arts organisations, offers engagement and public programmes and provides accessible studio hire.

About the role

Line managed by the Communications Manager, the Marketing Officer collaborates with Artsadmin's producers and wider staff, artists, touring venues and partners to deliver engaging, bold, inclusive and accessible digital marketing activities that deepen engagement with and widen the reach of Artsadmin's artistic programme, develop our organisation's reputation and fulfil the objectives of our communications strategy.

Duties include:

Strategy and evaluation

- Support the Communications team to deliver Artsadmin's communications strategy and overall marketing and audience development planning
- Collate digital analytics, press reach, audience research (including Audience Finder and the Impact and Insight Toolkit) and other data for reporting internally and externally to monitor activity and inform future work
- Identify opportunities for new or improved marketing activities and processes
- Remain informed on best practices in culture, charity and non-profit communications

Brand and profile

- Support the Communications Manager with the implementation of Artsadmin's new visual identity
- Work with the Communications Manager to share brand guidelines for internal and external use and ensure brand compliance
- Compile, write, proof and edit content for printed and digital marketing materials, such as marketing packs and presentations
- Source or commission images upon request with copyright/usage approval
- Support with the documentation of Artsadmin projects
- Support with the delivery of institutional communications and reputational PR campaigns
- Identify and pursue press and public relation opportunities, sometimes in collaboration with external PR agencies

Digital

- Ensure Artsadmin's social media presence is engaging and updated regularly with high-quality content – a responsibility shared within the Communications team – including planning schedules and organising social media takeovers with artists, staff and other key stakeholders
- Maintain and update content on Artsadmin's websites
- Create and send regular newsletters and targeted emails
- Ensure digital media and content is filed and organised by the wider team
- Initiate joint promotions, reciprocal marketing and collaborations with other organisations and venues, and communicate with touring partners and artists to develop and distribute content about projects

- Ensure that all digital marketing and content demonstrates best practice in accessibility, anti-racism, inclusivity and sustainability; is compliant with our brand and copyright; and that any relevant permissions are agreed
- Support the production and distribution of high-quality editorial and promotional digital content in a variety of formats (audio, film, written blogs, visuals)

Box Office, Website, Data and Databases

- Oversee the day-to-day delivery of our box office, including setting up events, offers and taking bookings
- Evaluate and create reports on box office activity and sales
- Train staff on the box office system and ensure training materials are updated
- Support the relationship with Spektrix, Artsadmin's box office system providers
- Arrange staffing for box office and audience surveying with Operations team
- Support the maintenance and updates of Artsadmin's CRM database, including giving staff training
- Collate data on the CRM for reporting for events, audiences and contacts
- Promote best practice use of personal data in line with GDPR and Artsadmin's data protection policy

Marketing materials

- Support the Communications Manager with any major design projects
- Produce accessible printed marketing materials for projects and events, liaising with printers, designers and distribution agencies
- Produce and maintain other design and marketing assets including accessible signage, slideshows and marketing packs

General

- Regularly attend and take an active interest in Artsadmin events and activities, at Toynbee Studios and elsewhere
- Research and keep up-to-date with developments in contemporary performance, dance, live art, as well as arts marketing practice, press, design, digital and data
- Attend training and networking events to stay up-to-date with current trends
- Support fundraising applications and events
- Contribute to creative support sessions and marketing workshops for artists
- Represent Artsadmin at arts sector events

- Undertake any other reasonable duties including those outside the scope of this job description

Skills and experience

We are for an enthusiastic and creative person with an ability to communicate with a wide range of people and communities to join the Artsadmin's Communications and Development team as Marketing Officer. The successful candidate will be passionate about social media and digital communications, have strong administrative skills and be keen to promote the arts to broad audiences. They will hold deep commitment to access, inclusion and anti-racist practices in their work.

Person Specification

Essential skills and experience

- Demonstrable passion for the arts, climate justice and social justice
- Excellent copywriting, proofreading and editing skills, with a keen eye for detail
- Digitally confident and experienced in updating social media platforms
- Competent in working with databases and website CMS, with a high degree of accuracy and care
- Awareness of GDPR and statutory data protection requirements
- Fluent in standard Microsoft Office, cloud server and digital collaboration software

Essential qualities and attributes

- Desire to learn and develop skills in new areas
- Strong verbal communication and interpersonal skills
- A high standard of organisation, efficiency and attention to detail
- Interest in data analysis for evaluation and reporting
- Keenness to learn how to make digital content accessible (e.g. subtitling, audio description)
- A commitment to Equal Opportunities, access, inclusion, and anti-racist practices
- Ability to manage multiple tasks with competing deadlines
- Ability to collaborate with people in the workplace

About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be;

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

How to apply

Complete our STEP application form by 10am on Monday 17 October, you can upload video or audio responses.

[STEP application form](#)

For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>