



Marketing Officer

Location: Artcore Derby

Position: 21 hours per week - with the ability to work flexibly

Salary: £17,800 (FTE)

Purpose: Responsible for supporting the co-ordination and effective delivery of marketing and communication plans to achieve the Artcore's objectives. Working within the Artcore team and with key stakeholders, to agreed parameters of timescales and quality standards.

Qualification and Experience:

- Minimum 2 years relevant work experience
- Able to demonstrate a good working knowledge of Microsoft Office (including Office 365) products.
- Understanding of current marketing theory and practice, including e-marketing and social media
- Graphic Design Based qualification and knowledge of various programmes and software (Adobe, Photoshop, Indesign, Illustrator)
- Highly organised with strong IT skills.
- Excellent attention for detail
- Experience of a range of media mechanisms
- Relevant postgraduate degree (or equivalent qualification)
- Excellent communication / organisational skills, both written and verbal
- Strong ability to manage multiple projects and activities within specified time frames
- Well-developed literacy and written and oral communication skills, including the ability to communicate with people from a variety of social, cultural and professional backgrounds
- The ability to work as part of a team and also to be self-motivated
- Ability to use own initiative to resolve problems and queries quickly and efficiently
- Openness to new ideas and flexibility in relation to ways and times of working
- Creative skills including copywriting and an innovative approach to marketing campaigns (Desirable)

Job role/ responsibilities/ Key tasks:

- Responsible for the design, layout and functionality, coding, update of the Artcore Website and any other project website which Artcore is working on.
- Setting up and managing email accounts.
- Maintaining existing websites. Producing banners and other image/ media content.
- Assist with the development of print collateral to attract appropriate audiences, including copywriting, working closely with the Artcore team and external agencies where applicable.

- Assist with the implementation of social media and digital marketing initiatives to maintain and develop an online presence through a range of media formats. Make recommendations for the use of digital channels to target audiences and participants.
- Review and update the website content to ensure it is correct and relevant for audience
- To assist the directors with the marketing of projects including liaising with project partners and internal staff.
- Report and work with directors to identify key projects, upcoming tasks and their priorities.
- Ability to work flexibly including key holder duties with some evening and weekend work
- Demonstrating leadership whilst out in the community, acting as an ambassador for Artcore
- Create and maintain a stakeholder liaison database
- Consider other channels to publicise our work and ways of engaging with the public
- Collate and share feedback across Artcore communicating with the whole team effectively
- Establish and maintain strong relationships helping to respond to requests for information, attending meetings and helping to nurture a collaborative and productive environment
- Proven ability to develop and deliver a comprehensive marketing programme that achieves results.

Closing date for applications: Monday 18th June 2018 12:00 pm

Potential Interview dates: Friday 22nd June 2018

Anticipated start date for role: Monday 2nd July 2018

To apply please send your current CV and a covering letter to

info@artcoreuk.com or post it to (Artcore, 3 Charnwood Street, Derby DE1 2GT)