

## **JOB DESCRIPTION**

**Role:** Communications Officer

**Responsible to:** Head of Marketing and Communications

**Salary:** £25,500 per annum (paid on a pro-rata basis)

**Hours:** 32 hours per week across four days.

**Contract:** Fixed term of 6 months.

## **PURPOSE OF THE ROLE**

To provide support to the Head of Marketing and Communications to help achieve Arnolfini's marketing goals and objectives, in line with the marketing strategy. Key elements of the role are to maintain the social media and analytics functions, website updates and assist with the smooth running of marketing Arnolfini.

## **KEY RESPONSIBILITIES**

- Plan, prepare and deliver social media content for Arnolfini and partner activities.
- Monitor social media and share content, where appropriate, throughout the whole week.
- Proactively support Arnolfini's digital strategy in response to contemporary, and evolving industry, best practice.
- Monitor Arnolfini analytics across social media, website, Google, etc. producing monthly reports.
- Draft, edit and post content and events to Arnolfini's website to ensure it is up to date.
- Compile, draft and publish Arnolfini's newsletters.
- Produce listings for all events at Arnolfini and send out to relevant websites and publications.
- Update Arnolfini's content on external websites and publications.
- Keep a library of all press coverage for Arnolfini online and in print.
- Assist with compiling post exhibition reports.
- Regularly check and update marketing mailing lists to ensure up to date.
- Assist with the design of printed marketing literature.
- Communicate with team members, colleagues at UWE and external partners to develop and nurture positive working relationships.
- Produce copy for advertising, in-house materials, etc.

The job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.

The role is largely office based at Arnolfini, with some flexibility around working from home. Days do need to include Tuesdays and Fridays. Please be aware occasional evening work is part of the role, as is monitoring of social media over the weekends, as part of the core hours.

## **PERSONAL SPECIFICATION**

- Proven experience as a marketing officer or similar desirable.
- Good understanding of marketing practice and office management.
- Demonstrable ability to multi-task and adhere to often rapidly changing deadlines.
- Flexible, adaptable and able to work well under pressure.
- Great interpersonal skills.
- Superb attention to detail and experience of proof reading.
- Excellent and accurate standard of written and verbal communication.
- Well-organised, with a customer-focused approach.
- Great working knowledge of social media platforms, as well as Buffer.
- Keenness to explore and utilise new marketing trends
- Skilled with MS Office, including Teams.
- Proficient with marketing computer software and online applications (online analytics, Google Adwords etc.).
- Adept experience with Mailchimp.
- Skilled in using Wordpress, including back office elements.
- Knowledge of contemporary arts practice - preferable but not essential - and broad understanding of Arnolfini within the sector and Bristol.

## **TERMS AND CONDITIONS**

The post is offered at £25,500 per annum (paid on a pro-rata basis), which equates to an actual salary of £20,400.

Hours will be 32 hours per week across four days.

Annual leave entitlement will be 24 days pro rata per annum.

You will need to provide evidence that you have the necessary permission to work in the UK.