

## JOB DESCRIPTION & PERSON SPECIFICATION Marketing & Audience Engagement Manager

**Job Role:** Marketing & Audience Engagement Manager

**Reporting To:** Director of Dance (Lead on Digital Strategy)

**Salary:** £21,000 – £23,000 pro rata (depending on experience)

**Hours:** Flexible working hours comprising minimum 22.2 core hours a week (P/T – 3 days a week) plus additional project funded hours by negotiation

**Terms of employment:** Permanent contract subject to a 6 month probationary period

**Holidays:** 25 days (pro rata)

**Place of work:** Take Art Office, with the possibility to work from home occasionally upon negotiation and subject to COVID-19 situation

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### Job Role Summary

To lead on Marketing and Audience Engagement for the organisation across a range of specialisms and projects. You will raise the Take Art profile, maximise our digital platforms & respond to the needs of our audiences, stakeholders and funders. You will develop, manage and produce content for print, website, social media and use analytics to rescale marketing plans.

### Key Responsibilities:

#### Strategy

- To be a proactive and collaborative member of the Digital Strategy Steering Group, and lead on the Marketing and Communications Strategy
- Lead on and develop the Marketing and Communications Work Plan and Branding Guidelines and ensuring this is implemented across the team

#### Marketing

Based on Take Art's Digital Strategy and Work Plan, to devise, implement and evaluate marketing and audience engagement plans for identified Take Art projects across the 5 specialisms: rural touring, theatre, early years creativity, dance, music and the organisation as a whole. This will include:

- Devising and writing effective, accurate copy for a range of promotional materials and contexts
- Producing resources to contextualise and promote Take Art's targeted work including mailings, conferences and online resources
- Liaising with all Specialism Staff and printers to effect design, production and printing of the Take Art brochure
- Liaising with touring company publicists and other relevant partners

rural touring   early years   theatre   dance   music

01460 249450   info@takeart.org   [www.takeart.org](http://www.takeart.org)

**Take Art Ltd.** The Mill, Flaxdrayton Farm, South Petherton, Somerset TA13 5LR

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## Digital

We actively encourage new approaches in digital marketing. At present this includes (aligning with specific marketing and audience development plans):

- Leading on content management for the website, sourcing images and producing rich content (eg audio, video, interactive)
- Developing website functionality, managing the relationship with the web designers and host
- Managing and developing Take Art's social media channels, supported by the whole team
- Co-ordinating e-bulletins/newsletters and schedules

## General

- Leading on marketing, advocacy and audience engagement, developing and maintaining awareness of the objectives and activities of the wider team in relation to the Take Art Business Plan
- Engaging our varied audiences through the best means
- Engaging fully with Take Art's Digital Strategy and Work Plan (sharing skills, mentoring colleagues, engaging participants and progressing your own professional development)
- Attending some of our events, acting as an ambassador for the organisation
- Providing progress and digital marketing reports, contributing to effective departmental communication and collaborating positively with the Take Art team
- Using audience data, in particular our CRM system, and social media analysis to evaluate campaigns and feed into future planning
- Achieving all of the above by making effective and efficient use of resources, delivering on time and on budget

## PERSON SPECIFICATION:

- Agile marketing approach
- Passion for the arts and commitment to the mission and values of the organization
- Self-starting, ability to work as part of a team, creative thinker with drive and confidence
- HE qualification in marketing/communications or equivalent industry experience in arts and digital marketing
- Excellent analytical, advocacy, diplomacy, communications and negotiation skills
- Proven track record of delivering measurable results
- Good knowledge of Macs, Photoshop, InDesign, Microsoft 365
- Knowledge of CRM and databases
- Understanding of GDPR requirements and processes
- Confident and creative when using all social media platforms
- Willing to undertake the necessary training to contribute to the achievements of the organisation's objectives
- Willing to work outside normal working hours on occasion
- Access to own means of transport
- Willing to undertake a DBS check

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