

Communications Coordinator Job Description

Hours:	Part-time, 3 days a week
Salary:	£20,000 -£23,000 per annum pro rata, depending on experience
Annual Leave:	20 days holiday per year plus all bank holidays pro rata The studio is closed between Christmas and New Year which is additional paid holiday
Period of notice:	2 months
Office hours:	Normal office hours are 10am – 6pm, Monday - Friday
Reports to:	Business Director
Location:	This post is based at Blast Theory's studio at 20 Wellington Road, Portslade, Brighton, BN41 1DN. It may involve national and international travel.

1. The Purpose of the Job

The Communications Coordinator will support the Business Director in implementing the marketing strategy for Blast Theory ensuring accurate and effective communications are delivered to the widest possible audience and of the highest standard.

The Communications Coordinator's job is:

- 1.1. to support lead the delivery of the Marketing Strategy for individual projects and for year round activity
- 1.2. to support the Blast Theory team with the development and maintenance of internal office and communication management systems

2. The Principal Tasks

The Communications Coordinator will develop and deliver the Marketing Strategy. Line managed and working closely with the Business Director, the Communications Coordinator will also work with our freelance PR Consultant to ensure that communications across the company are delivered to a high standard.

Website

- Increase the number of visitors to the website and their engagement with it as per targets set with the Business Director
- Produce a weekly and monthly marketing plan, for all marketing, communications and PR activity
- Write engaging copy for the website, blogs, news items and social media to communicate to audiences
- Manage the process of gathering and analysing website statistics (Google Analytics) to monitor effectiveness of the website. Collate reports on website statistics and action plans for improvements with the team.
- Ensure a high profile for the site is maintained across all Blast Theory communications and that this is the main site audiences are directed to

Social Media

- Increase the number of followers and their engagement across our social media channels as per targets set with the Business Director

- Manage the delivery of social media activity across the Blast Theory website, Twitter, Facebook, Vimeo, YouTube, Instagram and Flickr – producing and scheduling copy, content, images and videos and responding to comments
- Identify and produce stories and announcements to increase audience engagement

Email Marketing

- Increase Our Friends Electric membership and mailing list sign ups
- Produce the regular e-newsletters and distribute to the Blast Theory mailing list
- Coordinate, create and deliver specialised e-newsletters and offers to Our Friends Electric and Beta Tester groups

Fundraising Communications

- Work closely with the Development Manager in ensuring clear and regular communications in line with a new Individual Giving strategy to be implemented in 2017
- Support the creation of Case for Support packages, gathering and writing content where requested
- Support management of systems for monitoring audiences and donors

Project Communications

- Create a communications plan for each project with support from the Business Director and PR Consultant
- Gather timely and appropriate information from the artists for project and event related news items and publicity materials
- Liaise with external partners to coordinate marketing for new and touring works and events (hosted internally and externally) as required
- Create printed material for individual projects, as agreed with Lead Artists

Press / PR

- Research, develop and manage relationships with bloggers, press, arts organisations and other promotional partners
- Support the delivery of press campaigns as required by the PR Consultant. This will involve identifying stories and angles, liaising with press, setting up interviews with artists, assisting at press events and creating press packs
- Work with the PR Consultant to manage the press contacts database, ensuring it is updated and used appropriately

Audience Data and Development

- Ensure that consent and data protection procedures are adhered to and there is consistency across all projects
- Manage process of Data Sharing Agreements with partner organisations
- Be responsible for creating feedback forms, distributing them, collating them into reports and capturing audience information
- Manage process of gathering and analysing audience attendance data and feedback to ensure a strong audience development strategy

General

- Maintain and develop marketing systems as agreed with the Business Director
- Ensure that all marketing strategies are clearly communicated to the Blast Theory team
- Maintain a list of key influencers and assist the Business Director in finding new ways to engage influencers
- Support the Business Director and Director with further marketing tasks as required
- Represent Blast Theory at network events and conferences
- Line manage volunteers as required

3. Deliverables

Key milestones and deliverables will be agreed between the Business Director and the Communications Coordinator separate to this Job Description.

4. Further Details

Office Hours

Normal office hours are 10am-6pm, Monday - Friday

Flexible Working

Any additional hours will be paid at the same rate.

All hours must be approved in advance by the Business Director.

5. Person Specification

Candidate should have:

- Excellent and demonstrable copy writing and proofreading skills
- Experience of effective use of social media professionally, and understanding of various online platforms
- Strong organisational skills and an ability to prioritise workload and meet strict overlapping deadlines
- Strong written and verbal communication skills
- A minimum of one year's experience in a marketing and/or press and communications environment
- Ability to work under own initiative to tight deadlines will also be an advantage, as is understanding of the arts and cultural sector

Desirable skills are:

- Experience in website management and improving website traffic and engagement
- A thorough understanding of Google Analytics, SEO and accessibility issues
- Ability to work with Adobe Photoshop and Illustrator
- Experience of working on press campaigns
- Experience of working communications for successful fundraising campaigns and donor cultivation

Equal Opportunities

Blast Theory aims to ensure that no applicant receives less favourable treatment on grounds of gender, race, colour, religion, disability, marital status or sexual orientation. Applicants with access requirements are advised to inform Blast Theory of this in their application.

Time Frame

Deadline for applications: 17th February 2017, 5pm (strict deadline)

Interviews: 24th February 2017

Applications should include CV and covering letter and can be emailed or sent by post to:

Dan Lamont, Blast Theory

dan@blasttheory.co.uk

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Portslade, Brighton

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