

Marketing & Communications Officer

Job Title:	Marketing and Communications Officer
Employer:	Belfast Exposed
Place of Work:	23 Donegal Street, Belfast, BT1 2FF
Reports To:	Chief Executive Officer
Duration :	This is a permanent part-time position. A 6-month probationary period will apply.
Hours of Work:	Part-time (20 hours per week), Monday to Saturday, subject to work needs TBC. Flexible working, including evenings may be required.
Salary:	£23,000 - £26,000 pro rata (based on experience)
Leave:	30 days annual leave pro rata. TOIL is applied where relevant.
Contract:	This is a permanent part-time position. A 6-month probationary period will apply.
Deadline:	Thursday 8 th April 2022, 12:00pm

An exciting opportunity has arisen to join Belfast Exposed and make a vital contribution to this dynamic and unique organisation. The successful candidate will be able to thrive in this demanding environment and help the team maintain the excellent reputation we have established at local, national and international level.

The successful candidate will work as part of a core staff team, reporting directly to the Director. Primarily office-based, the post includes specific responsibilities for PR, sponsorship, branding, print and communications and oversight of branding for Belfast Exposed. You will be a key part of the core team in delivering the company's public profile and supporting its goals of awareness-raising and widening access.

We are looking for a candidate with excellent organisational and leadership skills to join to a thriving and exciting creative business with an international reputation for excellence. Your contribution will have a direct effect on the achievement of our organisation's vision and strategy.

All our posts are subject to the availability of funding.

Job Description

Brand Advocacy

- Support the CEO in devising a stakeholder engagement strategy and the delivery of key messages through company communications
- Support and oversee the branding of the company and its public profile, in accordance with company strategy including exhibitions, Archive, Engagement, learning and advocacy.
- Support the CEO in devising and implementing a sponsorship strategy in line with strategic and operational needs

- Develop and implement marketing and communications strategies for the company and its key activities, regionally, nationally and internationally.
- Develop and implement evaluation systems including creating appropriate reports (on feedback, press activity, etc), documenting company activity and maintaining archive

Press & PR

- Implement and maintain effective PR campaigns that maximise participation and contribute to company strategic goals
- Oversee all print, video/photography, distribution & comms materials for Belfast Exposed
- Secure freelance press liaison support as appropriate and ensure a high standard and wide promotional reach is secured
- Manage and maintain company website, developing and maintaining digital media profiles as appropriate
- Liaise with all artists, venues, print and design partners and advertisers on all aspects of promotion of YAA activities
- Ensure high standard across all company publicity and documentation

Audience Development

- Devise, set targets for, and implement long-term audience development planning in collaboration with other members of the staff team and external partners
- Develop audience development strategies and activities in line with company strategy
- Undertake data analysis of participation, attendance and patterns to inform future planning and promotion
- Manage the companies' mailing lists and monitor/manage effective communications, supporting its data protection policy and procedures

Finance

- Operate control on relevant budgets (both for general activities and projects)
- Secure best-value in all costings and procurements and be the primary generator of in-kind marketing and promotional support
- Ensure all paperwork is gathered and recorded in relation to tax compliances

Administration

- Work as a member of the core team to ensure efficiency and provide effective evaluation and follow-up
- Maintain rigorous and time-efficient procedures for all company paperwork
- Adhere to company systems, templates and procedures
- Provide marketing and comms information for relevant sections of funding applications and company/funding reports

General

- Contribute to and work at all times towards the organisation's Vision, Mission and strategic aims
- Support and implement all company policies and procedures (e.g. health & safety, equality, data protection, and safeguarding)
- Contribute to company evaluation, both internal and external

- Carry out any other duties as may reasonably be required in the operation of the post

Personal Specifications:

Essential

- Recent experience of events-based marketing, including handling print, design, distribution, etc.
- Experience of working with social media, blogs or other comms tools
- Experience of writing and delivering marketing plans
- Experience of preparing costings, quotations or budgets
- Experience of working with budgets of £5K+
- High degree of computer literacy: MS office, including Excel, or equivalent GCSE in Maths and English (minimum grade C) or equivalent
- Experience in writing, editing and proofing documents, print, web pages, etc.
- Experience in document layouts and design

Desirable

- Experience of arts marketing.
- Experience in brand management, advocacy & stakeholder management
- Experience of writing & delivering audience development plans.
- Track record of working with public bodies, funders & corporate partners
- Experience of procurement, tendering and quotations
- Experience of contributing to funders/sponsors reports
- Experience of working with budgets £20K+
- Experience in preparing sponsorship proposals
- 3rd level qualification (degree or diploma) in marketing, communications or public relations
- Professional working experience of liaising with youth/education sector
- Experience of working with box office systems, e.g. Ticketsolve or similar

HOW TO APPLY

Those wishing to apply for this role should send their CV, Expression of Interest, download and complete the **Monitoring Form** and send to Conor (c.obrien@belfastexposed.org) no later than **12:00pm Thursday 8th April 2022**.

- **Application Deadline: Thursday 8th April 2022, 12.00pm**
- Shortlisted candidates will be notified by Saturday 10th April 2022.
- Interviews will be held at Belfast Exposed on Wednesday 14th April 2022.
- Start Date: Immediate start (depending on employer's notice requirements).

BELFAST EXPOSED

Founded in 1983 by a group of local photographers as a challenge to media representation of the city's experience of conflict, our work continues to reflect a socially engaged ethos, while responding to contemporary currents in photography and politics further afield.

Located in Belfast's Cathedral Quarter we publish and show work by artists and photographers from Northern Ireland and across the world. Our exhibitions, 4 publications and photography projects with artists and local communities are usually accompanied by related talks, community events and discussions.

Belfast Exposed vision is to enlighten our world through the power of photography. Celebrating photography's diversity and creativity, we work with artists, academics, individuals, communities and business partners opening new possibilities in the field of photography.

Belfast Exposed believes photography is for everyone, it is accessible, meaningful and can create narratives, allowing us to create discourse and reflect upon our history, inform our present and inspire a positive future.

Belfast Exposed's success is founded upon photography's potential to engage a wide range of interests and has been fuelled by the investment the whole team has made in establishing effective ways of engaging with all of its key stakeholders, whether building new audiences for socially engaged photography or extending participation in education, training and community photography programmes. Building on and maintaining these relationships in a way that allows Belfast Exposed to maintain its independence, grow, prosper and raise its profile is a central part of all roles in the organisation.

Belfast Exposed has earned a reputation for high standards of programme delivery productivity and maintaining an open and welcoming public space. We are hardworking, deadline-driven, and public-facing. With a team of seven staff, this can mean working on several different projects on the same day, sometimes outside of working hours, while always remaining friendly, cheerful and focused.