



Marketing & Communications Officer

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| Job Title: | Marketing & Communications Officer |
| Employer: | Belfast Exposed |
| Place of Work: | 23 Donegall 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: | Minimum 4 days per week, Monday-Saturday, subject to work needs TBC. Flexible employer. Flexible working, including evenings may be required. |
| Salary: | £25,000 - £30,000 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: | Friday 15 th September 2023, 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 CEO. Primarily office-based, the post includes specific responsibilities for PR, sponsorship, branding, communications, print and digital marketing for Belfast Exposed. You will be a key part of the core team in developing the organisation'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 and key messages
- 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 Belfast Exposed 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
- Develop and implement evaluation systems including creating appropriate reports (on feedback, press activity etc), documenting marketing activity and maintaining system for reporting.

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
- An excellent news sense with the ability to anticipate and spot breaking news stories, as well as identifying opportunities to influence marketing
- Experience of analysing and reporting on marketing metrics and insights for social media, newsletters, website and general marketing campaigns
- 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
- Experience of contributing to funders/sponsors reports

Desirable

- Experience of arts marketing.
- Experience in brand management, advocacy & stakeholder management

- Experience of writing & delivering audience development plans
- Experience of working on marketing campaigns
- Track record of working with public bodies, funders & corporate partners
- Experience of procurement, tendering and quotations
- 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
- Some experience of working in a multi-functional press team

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, Friday 15th September 2023**.

- **Application Deadline: Friday 15th September 2023, 12.00pm**
- Shortlisted candidates will be notified the week starting **Monday 18th September 2023**
- Interviews will be held at Belfast Exposed and within two weeks of application deadline
- Start Date: Immediate start (depending on employer's notice requirements)