



arts depot

Marketing Officer
Job Application Pack



Introduction

Thank you for your interest in the Marketing Officer role at artsdepot. Before you complete your application, please read the information included here carefully. These notes are intended to help you make the most of your application.

artsdepot strives to be an equal opportunities employer. We are committed to having a workforce that is representative of the community it serves at all levels of the organisation. We therefore welcome applications from all backgrounds and all sections of the community.

We look forward to receiving your application.

About artsdepot

artsdepot's vision is to be a creative home for everyone. Our mission is to reach all families in Barnet by 2027 and we do this through focusing on artsdepot as a destination, as a sector leader and our work across the borough. The Marketing team plays a key role in ensuring we fulfil our mission and vision.

artsdepot is a leading multi art form venue and cultural hub in North London. Our venue includes a 395 seat main theatre, 150 seat studio theatre, gallery, Creation Space, dance, drama and art studios, café and bar and other public spaces.

Every year, we welcome over 162,000 people to watch, learn or be inspired by our programme of shows and events.

We are host to undergraduate performing arts college London Studio Centre, who have a suite of studios and facilities both on and adjacent to our site.





Our Values

- Inclusive - We reflect and actively speak to and involve our communities to make us accessible to the people of Barnet and beyond
- Creative – We value everyone's creative contribution on their own terms
- Environmentally Aware – We are working towards environmental sustainability and actively consider the environmental impact we have and seek to reduce it
- Resilient – We face challenges with the flexibility to adapt to new situations
- Collaborative – We listen, share and reflect, and try to help when we can
- Respectful – We treat each other with respect
- Accountable - We recognise our mistakes, learn and take responsibility for how our actions impact others
- Uplifting – We facilitate and share uplifting experiences for staff and communities



Marketing & Communications

The Marketing team is responsible for the management of artsdepot's brand and profile, the promotion of events and shows attracting annual audiences of c70,000, promotion and communications for a wide range of participation and outreach activities, and marketing support for hires and catering.

We work closely with the Programming & Participation and Visitor Services teams to ensure that all of our activities can be enjoyed by the widest range of people possible. We are committed to ensuring our activity is relevant and of value to our participants and audiences, to supporting accessibility, inclusivity and diversity, and to creating a feeling of belonging and community.

This opportunity

This role is a brilliant opportunity to work across art forms and on a wide variety of projects. The Marketing Officer has responsibility for the development and implementation of artsdepot's digital communications and, working closely with the Head of Marketing & Communications and colleagues in other departments, will help grow and develop this area of our work.

This is a creative and varied job which will give you the opportunity to develop new skills, collaborate with a wide range of people, and play an important role in making sure our activities can be enjoyed by everyone in our community.

We are a forward thinking and agile organisation with a small but committed, driven and enthusiastic team. This role is a great opportunity for someone who shares our dedication to making high quality arts experiences accessible to all, is open minded, hardworking, and has the knowledge and experience to do the job.

Working at artsdepot

The Marketing Officer will usually be based in our office in the artsdepot building on Level 2. It is a shared space of three connected offices, accessed via a set of stairs or a lift.

artsdepot is accessible for wheelchair users throughout the building. There are accessible toilets. The nearest wheelchair-accessible underground station is Woodside Park, 0.7 miles from artsdepot. There are disabled parking bays in the Aldi carpark below artsdepot, connected to the venue via a lift. Because of our programme and resident dance college, the space can be busy and noisy at times. Guide dogs and assistance dogs are welcome. artsdepot is a Disability Confident Employer.

The role includes using a computer and communicating via phone and video calls, email, the office management app Teams and in person. It involves regular meetings.

How to Apply

Please make sure you have read fully the Job Description (including person specification) within this pack and the accompanying information. The principal responsibilities of the post are listed. This is not an exhaustive list, but the job description gives an idea of the purpose and scope of the role.

To apply please submit a covering letter (up to two sides of A4) and curriculum vitae (CV).

In the covering letter, you have the opportunity to outline your suitability for the post by telling us about your interests, experience and skills that relate to the role and person specification. The skills and personal qualities listed are required for the effective performance of the post; you can demonstrate your suitability through workplace, voluntary work or alternative experience.

Outlining your suitability for the post

How you outline your suitability for this role in your covering letter (up to two sides of A4) determines whether or not you are shortlisted and invited for interview. It is helpful if you go through the person specification and tell us exactly how you meet it.

Please email your cover letter, CV and Equal Opportunities Form to recruitment@artsdepot.co.uk. You are welcome to submit your application in a different format if you would prefer (video, audio recording), please email it to recruitment@artsdepot.co.uk.

Applications will close at **10am** on **Monday 22 April 2024**.

Successful shortlisted applicants will be invited to an interview during the week commencing 29 April 2024. Interviews will take place at artsdepot, 5 Nether Street, Tally Ho Corner, North Finchley, N12 0GA.

If you would like support with access requirements please contact Zoe by email at recruitment@artsdepot.co.uk or call 020 8369 5454. If you would like to have an informal chat about the role, please contact helen.draper@artsdepot.co.uk.



The Shortlisting and Interview Process

Shortlisting is carried out purely on the information contained in the cover letter and CV. Candidates are assessed anonymously against the attributes of the person specification, and if these are not met, or if there is insufficient detail to make a judgement, the application is rejected.

All candidates shortlisted for interview will be sent the interview questions approximately 24 hours in advance.

Equal Opportunities Commitment and Monitoring

artsdepot is committed to encouraging diversity and eliminating discrimination. Our aim is that our workforce will be truly representative of all sections of society and that each individual feels respected and able to give their best.

As part of our commitment to developing our workforce to be reflective of our communities we are particularly encouraging of applications from individuals who are ethnically diverse, disabled, LGBTQI and from lower socio-economic backgrounds. artsdepot is a Disability Confident Employer.

Please enclose the completed monitoring questionnaire with your application. When the applications are received, the EO questionnaires are removed before any decision on shortlisting is made.



Job Description Marketing Officer

Purpose of Post

To engage new audiences through performance marketing.

To retain current audiences through engaging and accessible digital marketing.

To manage and develop artsdepot's data analysis and application, digital communications and social media strategy and content.

To use digital and offline marketing tools to show the breadth of artsdepot's activities.

Reports to: Head of Marketing & Communications

Key Relationships: Head of Marketing & Communications, Programming & Participation team, Hires, Technical, Development and Visitor Services teams, volunteers, and external relationships with visiting companies, artists, freelancers, press and media.

Principal Responsibilities

- Work with the Head of Marketing & Communications and Programming & Participation team to plan and deliver artsdepot's digital strategy to grow, retain and develop audiences, participants and visitors, extending the reach of artsdepot's work, building brand and profile as a destination.
- Performance marketing - plan and deliver digital advertising to reach new audiences.
- Lead on data analysis to measure the effectiveness of paid and organic marketing activities including Google Analytics, social media analytics, box office data, and customer feedback and surveys, enabling greater insight, more informed decisions and better business outcomes.
- Lead on managing artsdepot's social media schedule, in collaboration with the Marketing and Programming & Participation teams, planning content which engages current and new audiences and extends the reach of artsdepot's work, working with other teams and freelancers to create content.



Other Responsibilities

- Maintain and develop artsdepot's website.
- Create and send e-shots and newsletters.
- Monitor digital trends and technologies to ensure artsdepot's digital marketing reaches relevant audiences.
- Work with the Head of Marketing & Communications to plan and deliver artsdepot's press and media strategy, creating press releases and building relationships with press and media representatives.
- Represent artsdepot with external stakeholders and the wider arts community.
- Help to ensure the work of the department is carried out within required Health and Safety legislation, and that artsdepot's Data Protection policy, Equal Opportunities policy, Equality Action Plan, Anti-Racism Commitments and Safeguarding Policy are applied.
- Research upcoming events and contribute to campaign planning sessions. Liaise with visiting companies to co-ordinate marketing activities and share knowledge.
- Be part of artsdepot's Inclusion Group and contribute to initiatives which make artsdepot more accessible and inclusive to diverse audiences.

In addition, to undertake any other duty or responsibility that may reasonably be allocated by the Head of Marketing & Communications, Chief Executive or the Board. It is a requirement of the Trust that all staff work in a flexible manner compatible with their jobs and in line with the objectives the Trust must fulfil. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the department and the organisation.



Personal Specification

Essential

- Experience and understanding of data analysis and evaluation to meet business needs, including Google Analytics and social analytics.
- Demonstrable experience of performance marketing including Facebook advertising and Google Advertising.
- Experience in a similar / complementary marketing environment.
- Demonstrable experience of using social media platforms in a professional context.
- A strategic and commercial attitude recognising that good customer experience is at the heart of growing a business.
- Excellent written and spoken communication skills; fully computer literate and numerate.
- A high level of attention to detail and presentation. Good copywriting and proofreading skills with a commitment to brand consistency.
- Excellent organisational and time management skills with the ability to manage multiple deadlines, prioritise workload and work effectively under pressure.
- The willingness and ability to represent artsdepot with external stakeholders.
- A collaborative approach to tasks.
- Passionate about live performance and the arts in general.
- Understanding of and commitment to equality, diversity and inclusion.
- Willingness to work flexibly and in particular be available for some evening and weekend work.

Desirable

- Experience of using Box Office and e-marketing systems. Preferably Spektrix and Dotmailer.
- Experience of SEO.
- Experience of using website CMS.
- Experience of using graphic design packages, Photoshop and Canva.
- Experience of using Office 365.
- An interest in AI tools.
- Knowledge of best practice around Data Protection.
- Photography skills.
- Video production / editing skills.
- artsdepot is committed to reflecting the communities it serves. Farsi, Urdu, Hindi, Bengali, Hebrew, Japanese, Polish, Arabic and Romanian speakers, and those with BSL skills, are particularly encouraged to apply.

Conditions of service

- Salary is £27,000 per annum.
- Working hours are 37.5 hours per week. Usual office hours are 9.30am - 5.30pm. Flexible working hours and home or remote working will be considered on a case by case basis.
- This post will include out of office hours duties, such as evening meetings and events. These are considered to be part of your core commitment to artsdepot.
- There will be no overtime payments, but time off in lieu of significant extra working hours may be taken with prior agreement of your line manager.
- You will be able to take 25 days annual leave excluding statutory public holidays.
- You will be expected to actively participate in the implementation of artsdepot's policies with regard to equal opportunities, safeguarding and health and safety.
- The Job Description outlines the duties required of this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time. This will not change the general character of the job or the level of responsibility outlined.
- Probationary period of 3 months.
- Period of notice is 2 months.

Photos are from artsdepot activities between 2018 and 2020 including: **TogetherFest** and **The Storytelling Igloo**, and performances including: **Ready Steady Lift Off** by A Line Art, **8 Minutes** by Alexander Whitley Dance Company, **Bromance** by Barely Methodical Troupe, **Black is the Colour of My Voice** by Apphia Campbell, and **All Wrapped Up** by Oily Cart.

Photography by **Katie Burse, Suzi Corker, Becky Dann, Johan Persson, Andrew Twesigye.**

arts depot