



MARKETING AND COMMUNICATIONS MANAGER JOB PACK



“

What's interesting about Global Grooves is it looks across all the art forms on an equal level. The maturity of the company is around working with those different art forms and experts in each of those. That's the richness that you get with Global Grooves.”

”

- Angela Chappell, Relationship Manager, Arts Council England.

JOB DETAILS

Job title:	Marketing and Communications Manager.
Salary :	£30,000 Pro rata. 4 days per week (30hrs).
Responsible to:	Global Grooves SMT.
Line management:	Managing the part-time social media coordinator, PR freelancer and Graphic Design Freelancers, volunteers and/or interns.
Contract:	Minimum 12 month fixed term contract, 4 days per week. Extension possible for contract term and days per week negotiable.
Location:	The Vale, Unit 2 Vale Mill, Micklehurst Road, Mossley, OL5 9JL.
Hours:	General office hours are 10.00 – 18.00.
Flexibility:	We would consider amending this post to suit flexible working hours. We would consider a full time post for the right candidate. Job shares also considered.
Probation period:	3 months

WHO WE ARE

Since 2003, Global Grooves has brought inspirational Carnival practice from around the world into communities across the north of England and internationally. We are passionate about embracing authentic, diverse art forms with integrity and respect, and developing a distinctive UK Carnival aesthetic.

Our mission:

To unite and empower individuals and communities through opportunities to experience and create inspirational art, in particular: diverse music, dance, visual arts, and Carnival.

Global Grooves is a fully Charitable Community Benefit Society with limited liability registered with the FCA. Society number 7807.

JOB PURPOSE

Global Grooves is entering an exciting period of development as we devise, create and re-imagine a selection of new outdoor arts productions and performances to tour to festivals, carnivals, public and private events throughout the UK.

This work will support and underpin the financial modelling as we continue to develop our Carnival centre of excellence for the North of England and the sustainability of Global Grooves moving forwards.

To help achieve this we're seeking to appoint an experienced and versatile Marketing and Communications Manager, who will devise and deliver strategies (relating to marketing, comms, audience and business development) to achieve our financial, audience and new business targets in collaboration with the wider Global Grooves team, and help to position the work of Global Grooves as leader in our sector.

JOB DESCRIPTION

KEY RESPONSIBILITIES

To plan and implement all marketing and communications activity, including:

New Business Development:

- Business to business Relationships will be a key area of growth and marketing development.
- Support the growth of Global Grooves business - festivals, outdoor events, commissions, building relationships with international and national event companies and agencies working with our Producers, Artistic director and CEO.
- Monitor opportunities for Global Grooves.
- Subscribe to newsletters e.g, Arts Council England and national government and local / regional authority tender portals to facilitate Global Grooves tendering for opportunities.
- Horizon scanning for future business opportunities and implement marketing and communications to build awareness of our products and services to win new business.
- Help to package, design and develop Global Grooves core commercial products and produce new marketing assets to drive the development of new business.
- Work with The Vale's General Manager to support commercial and ancillary income marketing requirements (e.g. hires) to generate income.

Digital:

- Brief social media coordinator to develop high-quality digital content such as copy, video and photographs, live broadcasts, proofing and signing off content.
 - Manage the part-time social media coordinator to create, curate and update content on our social media channels (e.g. Facebook, Twitter, Instagram, LinkedIn).
 - In collaboration with the social media coordinator, take or organise the production of photographs and videos for use on digital channels.
 - Update social media channels with organic content such as press coverage and sharing reciprocal content from other organisations and partners.
 - Upload video to our YouTube channels and online assets.
 - Develop Mailchimp e-newsletters with copywriting and collation of images, and run email marketing campaigns through our databases.
 - Be responsible for The Vale and Global Grooves website with regular updates and content on a WordPress platform.
 - Follow SEO best practice to maximise website traffic.
 - Liaise with our external website developer.
 - Monitor and respond to audience enquiries and feedback on social media.
 - Brief external suppliers for content development, such as photographers and videographers.
 - Develop and maintain a digital archive of photos and videos.
 - Develop and monitor Pay Per Click campaigns and manage Google Ad grants account.
-

JOB DESCRIPTION

KEY RESPONSIBILITIES CONTINUED

Print:

- Write and proof high-quality copy, and use sign-off processes for website and leaflets, posters and brochures developed by graphic designers.
- Brief graphic designers and printers.
- Manage distribution of internal and external marketing print.
- Ensure all print displays in The Vale and locally are up to date.

Press:

- Work with our PR freelancer who runs regional and national campaigns to develop high-quality media content (e.g. press releases and press packs, including photo and video content) and successful media campaigns.
- Be the first point of contact for speculative media enquiries.
- Work with local media, developing and nurturing relationships to promote participatory opportunities and events.
- Build and manage our press database.
- Keep a record of press and media coverage working with the PR freelancer on their campaigns.
- Assist with the organisation of press views, photocalls and interview opportunities.

Collate and analyse data:

- Monitor, evaluate and report on activity using CRM/box office system data, Google Analytics, social media, and email marketing analytics to optimise campaigns, and inform future strategy.
 - Report on Google Analytics and social media analytics to funders, including Arts Council England and other funders such as Trusts and Foundations (training / guidance provided).
 - Collate and upload data to Illuminate (PwC - Price Waterhouse Cooper) platform for Arts Council England monitoring purposes and be the first point of contact for this work (training provided).
 - Follow GDPR guidelines for data collection and processing.
 - Maintain and develop contact databases, maximising data capture opportunities.
 - Monitor data protection complaints and elevate to named Data Controller.
-

JOB DESCRIPTION

KEY RESPONSIBILITIES CONTINUED

Fulfil miscellaneous duties:

- Manage and monitor the marketing budget.
- Be the brand guardian for Global Grooves/The Vale, ensuring brand guidelines are followed by sharing with colleagues and partner organisations and being final sign-off.
- Research new audience groups and communities.
- Ensure all digital and printed marketing materials are accessible and inclusive feeding into wider company EDI (equity diversity and inclusion) targets.
- Provide communications support for fundraising campaigns and contribute information to funding applications and reports.
- Train and manage volunteers assisting with social media tasks.
- Attend necessary internal and external meetings.
- Represent the organisation at networks, events and provide support where needed.

Work independently to:

- Develop and progress marketing strategy and campaign plans.
 - Manage specific marketing and audience development campaigns, including scheduling and budget management, to ensure projects are delivered on time and within budget.
 - Keep current with best practices and trends in arts and events marketing and communications via training and personal development.
 - Work with colleagues in Global Grooves and The Vale to carry out duties within this role - for example, running campaigns, reporting and supplying data.
 - Report to Senior Management Team on campaigns.
 - Attend internal and external meetings.
-

ESSENTIAL EXPERIENCE, KNOWLEDGE AND SKILLS

- Experience in a marketing, audience development or communications role – preferably within the arts, outdoor arts, events, heritage, or similar sector. However, Global Grooves/The Vale welcomes marketing specialists from other sectors and/or people with transferable skills, experience and knowledge that will meet the role's criteria.
 - Work as a member of a friendly and busy team and work under own initiative on specific projects.
 - Proven ability to write impactful targeted copy across print communications - brochures, leaflets, posters – and digital – social media, e-newsletters, and websites.
 - Experience in project management.
 - Team and volunteer management experience.
 - Experience in managing suppliers and freelancers.
 - A good understanding of Social Media platforms to assist your work with the social media coordinator and external suppliers for content development.
 - Updating website content using WordPress content management system. Full training will be given to a successful candidate without WordPress experience.
 - Experience in creating and delivering email campaigns using Mailchimp email marketing software. Full training will be given to a successful candidate without Mailchimp experience.
 - Experience in the different stages of print production: from copywriting, editing and proofreading to managing the print and distribution processes.
 - Understanding of brand management and experience in implementing brand guidelines effectively.
 - Knowledge of data management using a database or CRM system or the willingness to be trained in using these systems.
 - Experience in analysing audience data (e.g. from CRM/box office systems, email marketing systems, Google Analytics and social media analytics) to inform campaign planning or the willingness to be trained in using these systems.
 - Confident user of Microsoft Office, including Word, Excel, Outlook and Powerpoint.
 - An entrepreneurial approach to marketing and new business development to support the ambitions of a dynamic and growing social enterprise.
-



PERSON SPECIFICATION

DESIRABLE EXPERIENCE, KNOWLEDGE, AND SKILLS

- Evidence of commitment to continued professional development (formal and informal).
- Experience of working in the arts, events, creative, social enterprise or charity sector.
- Experience in budget management, e.g. setting and monitoring budgets.
- Knowledge of ticketing, sales, and box office-related activities.
- Knowledge of Google Analytics and SEO.
- Experience in audience research and working with external agencies.
- Experience in supporting the marketing of fundraising campaigns and crowdfunding.
- Previous experience in the outdoor arts or events sector or an artist working in any discipline.
- Experience in Adobe software (or equivalent) such as Photoshop, Illustrator, InDesign, Premier Pro.

ABILITIES AND PERSONAL QUALITIES

- Ability to communicate effectively and build relationships with various stakeholders, including colleagues, audiences, suppliers, funders, and partners.
- Well organised and able to prioritise and work effectively across multiple tasks to meet deadlines and targets.
- Attention to detail and commitment to achieving high standards.
- Ability to work collaboratively and independently, using initiative to problem-solve.
- Creative, confident, and flexible with a 'can-do' attitude.
- An interest in music, outdoor arts such as carnival, parades, festivals, events and participatory projects.
- A commitment to equity, inclusion and diversity and an understanding of how these relate to marketing.
- Enthusiasm for keeping up to date with emerging digital and broader marketing trends.
- Ability to work flexible hours, including some weekends and evenings, to fulfil the job's requirements where necessary.
- Ability to work collaboratively and harmoniously with internal and external team and stakeholders.

APPLICATION TIMELINE

- Applications close midnight Sunday 14th July 2024
 - Applications shortlisted and notified by Wednesday 17th July 2024
 - Interviews will be held on the Monday 22nd and Tuesday 23rd July 2024 (In person)
 - We expect to notify the outcome of interviews by Friday 26th July 2024
 - Start date asap (negotiable)
-