

DIGITAL MARKETING PRODUCER

JOB OUTLINE

SALARY Band 5 SCP 17 £22,980.46 – SCP 23 £27,439.86 (pro rata)

EMPLOYMENT TERM 12 month, fixed-term, with potential to extend.

DAYS / HRS OF WORK 15 hours per week, worked flexibly

LINE MANAGER Marketing & Communications Manager

PURPOSE OF THE DIGITAL MARKETING PRODUCER

We want our galleries to be enjoyable, informative and surprising spaces which provide innovative ways to engage with contemporary art.

The Digital Marketing Producer will work across the organisation, to provide dynamic and responsive marketing support across a range of social media and digital platforms. You will be line managed by our Marketing & Communications Manager and also work closely with the Digital Producer, to maximise the reach of digital content which they create.

We are looking for applicants who are digitally savvy, and highly engaged with social media across a range of platforms. You should understand the importance of developing reactive content, delivered as and when required. We would therefore expect the successful candidate to work flexible hours.

You may also be required to assist the Marketing & Communications Manager to create email marketing campaigns and to undertake simple updates to the WordPress website. You may also be required to support the Digital Producer in taking shop stock photography on occasions, but the main focus of your role is to promote gallery activities through our social media channels using a combination of paid and natural campaigns.

We want to encourage more people with disabilities or other protected characteristics to feel welcome here, so if you have any experience of the kind of barriers these visitors might face, that could be very useful.

Above all, we are interested in your potential to carry out this role, which is not dependent upon qualifications, but aptitude, relevant skills and transferable experience, and an ambition to make your mark on the organisation's activities.

THE JOB OF DIGITAL MARKETING PRODUCER INVOLVES

- Managing all the Gallery social media accounts; currently Facebook, Instagram, X.
- Creating or commissioning content as appropriate for all platforms that promotes audience interaction, increases reach, and promotes gallery activities to a wide, and sometimes targeted, digital audience.
- Providing social media coverage for large projects and events, such as PV events, as required.
- Staying up to date with the latest social media best practices and technologies.
- Monitoring and evaluating platform insights to track campaigns, and improve performance of future campaigns.
- You should be commercially minded, and recognise the link between effective marketing, and increased footfall and income generation.
- Establishing your own priorities and communicate these effectively with colleagues.
- Assist the Marketing & Communications Manager with email marketing campaigns, and simple updates to the WordPress website as required.

WE ARE LOOKING FOR SOMEONE WHO

- Has practical, hands-on knowledge and experience of a range of digital technologies. (E)
- Has experience of running business social media accounts. (E)
- Is enthusiastic about online and digital engagement. (E)
- Has creative and innovative approaches to income generation (E)
- Is able to work independently, with support where required. (E)
- Has a positive and helpful attitude and is able to work well in a small team. (E)
- Is able to work to schedules, and communicate clearly with colleagues and management (E).
- Has a positive attitude to the work of Newlyn Art Gallery & The Exchange and is enthusiastic about the ability of the arts to inspire, delight and bring about positive change. (E)
- Has working knowledge of Adobe Creative Suite and editing software (D)
- Has experience of producing and analysing paid and natural social media campaigns as well as monitoring the performance of Google Adwords campaigns (D)
- Has experience of updating a WordPress-based website (D)

E – Essential– *We would expect all applicants to demonstrate these to make the interview shortlist*

D – Desirable – *Demonstrating these would significantly strengthen your application*

This post is made possible through the generous support of the Foyle Foundation.