

KARST

4th September 2020

Dear Applicant,

KARST - MARKETING AND COMMUNICATIONS OFFICER

Thank you for your interest in the position of Marketing and Communications Officer. You will find all the information you need in this pack to assist you in making your application:

- Job Description
- Personal Specification
- Equal opportunities monitoring form

An equal opportunities monitoring form is also included and it would be helpful if you can complete and return this with your application. Please ensure you send the following items as pdf attachments in one email addressed to dm@karst.org.uk no later than midnight on **Friday 9th October**. Applications received after this time will not be considered.

Your application must include:

- A covering letter - stating your appropriate skills and experience for this role. Please limit your response to no more than 2 sides of A4.
- An up-to-date CV - detailing your relevant education and professional experience. Please limit your response to no more than 2 sides of A4.
- Name and contact details of 2 referees (will not be contacted until an offer of employment is made).

If you are shortlisted you will be asked to attend an interview in Plymouth on **Tuesday 27th October**. Please ensure you indicate your availability for these dates in your covering letter. If you have any queries about the role please email dm@karst.org.uk.

With thanks and best wishes,

Donna Howard

Executive Director

OVERVIEW OF ORGANISATION

Located in Plymouth, KARST is a leading cutting edge contemporary art space with an international reputation for innovative and ambitious creative programming.

KARST is a National Portfolio Organisation funded by Arts Council England. It is the largest independent contemporary art venue in Plymouth, comprising a free public gallery space and artists' studios. KARST was co-founded in 2012 and is located in the industrial Millbay area of the city, which is among the 10 percent most deprived wards in the UK. KARST is a test-bed for experimentation across art forms, and attracts diverse audiences through cutting edge group exhibitions, screenings, music events, and performances. As a charitable organisation, KARST focuses on working in partnership with artist groups, cultural organisations and the creative sector through curated exhibitions, events and critical dialogue, to support international cultural growth within the South West and beyond.

KARST is an Arts Council NPO and selected venue for British Art Show coming to Plymouth, in Autumn 2021. As an ambitious, forward-thinking organisation, and as part of our Unlocking Creative Space project, we will be carrying out significant capital development works to ensure our building is totally accessible to all.

ROLE SPECIFICATION

KARST is seeking an ambitious and dynamic Marketing and Communications Officer who will be responsible for all external communications for the organisation.

The role requires

A highly organised team player with excellent communication skills and media experience. Reporting to the Head of Operations, the Marketing and Communications Officer will be responsible for managing the smooth delivery of KARST's marketing and communications, through the development and implementation of KARST's Marketing and Communications Plan.

JOB DESCRIPTION

Primary Objectives

- To deliver the KARST Marketing and Communications Plan in line with the vision and strategy.
- To work with KARST leadership team, project partners and external consultants to deliver KARST's Marketing and Communication programme on time, on budget and to the highest standard.
- To deliver media campaigns to obtain maximum editorial news, preview and review coverage in international, national and local media for KARST's Creative Programme.
- To proactively form and maintain good relationships with the media, including specialist arts media, and with artists and gallerists as appropriate.
- To work with the KARST Leadership Team to develop future marketing and communications plans and strategies, and to deliver against these.

Key Accountabilities

- Implement the marketing and communications strategy that will raise awareness, diversify and drive increased engagement and participation with KARST.
- Work with the Head of Creative Programme to devise and manage the KARST Gallery marketing and communications programme.
- Work with senior leadership and external consultants to develop and manage press campaigns.
- Undertake all administrative aspects of media campaigns as relevant: writing and distribution of media releases; organising e-mailouts; approving marketing material; dealing with image requests; setting up and running photocalls and filming; organising media views; evaluation and archiving of projects.
- Provide a lead and manage all media including print, website and social media.
- Act as first point of contact for external media enquiries to KARST.
- Develop effective links with the local media & produce press releases.
- Monitor progress against the plan and report periodically to the line manager.
- Gather, analyse, report on and, where appropriate, respond to audience feedback, market research and other audience related data received through the CRM System and web analytics to inform future activities.
- Develop guidelines and ensure best practice and standards are being applied across the service's marketing and digital material and online platforms.
- Manage the brand and acknowledgement of funders/partners logos, ensuring consistency of KARST's visual identity.
- Work with all programme staff to develop effective promotional plans to ensure programmes and resources are targeted at their identified audiences.
- To assist at media and private views and events as required, both during and outside office hours.
- To undertake any other duties that may reasonably be requested appropriate to the grade.

General

- Be a proactive and positive member of the KARST team by readily sharing ideas, information and experience on an on-going basis.
- Any other reasonable duties as determined by the line manager.

PERSON SPECIFICATION

Essential

- Proven experience within Communications/PR, preferably in an arts environment, with a clear understanding of the working press, digital media and arts terminology.
- Educated to degree level or equivalent.
- Specific experience of developing a marketing and communications strategy and hands on experience of delivering one.
- Experience in development of digital content and social media.
- A good understanding of audience research and evaluation.
- A demonstrable knowledge of relevant legislation such as Freedom of Information and Data protection.
- Knowledge of Web Accessibility Standards, Google Analytics, SEO and analytics of social media platforms.
- Ability to work with a broad range of organisations and audiences.

- Proven excellent administrative and organisational skills.
- Self-motivated and collaborative, with proven ability to work both independently and as part of a team.
- Excellent written and oral communication skills.
- Excellent time and workload management skills.
- Ability to work evenings and weekends.

Desirable

- Minimum 3 years experience in marketing and communications role.
- Professional qualification in marketing or a related subject.
- Knowledge of marketing and audience development in the arts sectors.
- Knowledge of contemporary issues around cultural diversity in the cultural sector
- A network of professional contacts.
- Experience of audience development, engagement and outreach.
- Ability to monitor and maintain own standards and manage time effectively.

TERMS OF EMPLOYMENT

Salary £21,000 p.a. (pro-rata) 0.4 week.

Tenure Permanent contract of employment following the successful completion of a probationary period.

Probation Period: Four months.

Days and hours to be negotiated and agreed. Occasional evening and weekend working may be required.

Holiday: 20 days annual leave, plus public bank holidays (pro-rata) based on 2 day week.

Pension: An auto-enrolment pension scheme is in place with NOW:Pensions. Under pension auto enrolment legislation, the employee will pay 5% (before tax relief) and the employer will pay 3% of qualifying earnings to the Now:Pensions plan.

Disclaimer: This document does not constitute an offer of employment nor forms any part of any contract.