

Job Description & Person Specification

Role:	Marketing Officer (Cultural Services)
Reports to:	Access & Interpretation Manager
Salary:	Grade 5 SCP 15-17 £30,024 - £31,022 (Pay Award pending) £12,172 – 12,576 Pro Rata; £15.56 per hour
Contract:	Permanent part-time, 15 hours per week

About the job

This is a fantastic opportunity to work with the creative Cultural Services team at Falmouth Art Gallery and Falmouth Library, two community focussed cultural venues based in Falmouth's historic Municipal Building.

Duties will include responsibility for creating, coordinating and distributing all public facing communications for both venues.

Duties and responsibilities

1. Developing and maintaining the website, social media accounts and physical collateral for Falmouth Art Gallery and Falmouth Library
2. Being responsible for the design, content, output and analysis for all Cultural Services social media accounts
3. Creating captivating content for public facing communications, including social media posts, press releases, editorial and listings.
4. Staying up to date with the latest social media trends and digital technologies and working with the Council's Communications Manager to identify social media trends and vibes.
5. Being responsible for the production of digital and printed promotional materials, utilising your own in-house design skills when appropriate.
6. Identifying advertising opportunities, conducting product research, establishing brand awareness and improving customer relations.
7. Preparing coherent marketing campaign reports using data analysis tools to demonstrate return on investment and to inform marketing strategy priorities.
8. Working with the Council's Communications Manager to ensure published content and marketing materials are compliant with agreed corporate branding guidelines.
9. Working with colleagues to contribute to the development and implementation of a strategic marketing plan for Cultural Services.
10. Providing occasional administrative and organisational support for functions taking place at the Council's venues, in conjunction with the Access & Interpretation Manager.

General

1. Undertaking all duties in accordance with Council Policies, in particular those relating to Data Protection, Information Security, Financial regulations, Customer Care and Equal Opportunities.
2. Undertaking any duties regarding health, safety and wellbeing at work.
3. Being aware of your responsibility under Health & Safety law, taking reasonable care of yourself, your colleagues, other contractors and members of the public at all times whilst at work.

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4. Undertaking risk assessments, complying with safe systems of work and actively promote a safety culture within the workplace.
5. Always represent and promote the service and the Council positively.
6. Carry out any other such duties as may be required by the Council from time to time, commensurate with the grade of the post.

Person Specification

Person Specification	Essential	Desirable	Assessment method
Experience and knowledge	<p>Knowledge of marketing concepts and principles</p> <p>Experience of delivering innovative on and offline marketing campaigns within a fast-paced business or creative environment</p> <p>Experience of developing, managing and analysing campaigns across multiple social media campaigns</p> <p>Proven experience of planning and implementing successful marketing plans</p>	<p>Experience of working with the media</p> <p>Experience in film and video production</p> <p>Experience of working with third-party suppliers and creative agencies</p> <p>Knowledge or experience of local government and its place supporting the local community</p> <p>Understanding of cultural sector marketing environment</p>	<p>Application form</p> <p>Interview</p> <p>Test/presentation</p>

Person Specification	Essential	Desirable	Assessment method
Personal attributes	<p>High level of motivation</p> <p>Ability to organise and prioritise workloads to meet deadlines</p> <p>Good work ethic and 'hands on' approach</p> <p>Flexible & adaptable attitude</p>	<p>Passionate about the Arts</p>	<p>Application form</p> <p>Interview</p>

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Person Specification	Essential	Desirable	Assessment method
Skills and abilities	<p>Excellent interpersonal and customer care skills</p> <p>Excellent copywriting, editing and proofreading skills</p> <p>Excellent design and brand skills.</p> <p>Excellent IT skills including relevant knowledge of web content management systems</p> <p>Ability to work effectively and proactively on their own initiative and as part of a small team</p> <p>Diplomatic and able to deal with concerns in a professional and pro-active manner</p>	<p>Adobe Creative Cloud including InDesign, Photoshop or similar graphic design software package</p> <p>WordPress or similar</p> <p>Production of press and media releases</p>	<p>Application form</p> <p>Interview</p>

Person Specification	Essential	Desirable	Assessment method
Education and training	<p>English and Mathematics GCSE or equivalent</p> <p>Commitment to continuing professional development</p>	<p>Relevant marketing and/or events management qualification</p>	<p>Application form</p> <p>Interview</p>

Person Specification	Essential	Desirable	Assessment method
Special circumstances	<p>Able to work flexibly outside normal hours when required, including occasional evenings, weekends, and one Saturday in every five.</p> <p>Ability to travel to meet the requirements of the role</p>		<p>Application form</p> <p>Interview</p>