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**ARTS COUNCIL  
ENGLAND**

## Marketing Coordinator

**Reporting to:** Director

**Contract length:** 2 year contract to commence January 2019. A 3 month probation period will be in place.

**Hours:** 2 days per week between Jan to March 2019, after this the position moves to 1 day per week with additional days at busier periods (mainly between Wednesday - Friday). Occasional weekend and evening work.

**Salary:** £18,000 Pro rata

**Location:** The post will be based at BACKLIT Gallery, First Floor, Alfred House, Ashley Street, Nottingham, NG3 1JG.

### Background

BACKLIT is a two storey artist led gallery and studios founded in 2008 by five Nottingham Trent University Fine Art graduates, located in the East Side of Nottingham. It consists of studios that house 50 young and emerging artists, and gallery spaces that coordinate highly ambitious annual programmes of contemporary visual arts activity. In recent years we have shown major works by Simon Starling and Yinka Shonibare, as well as an artistic and public engagement project by Turner Prize winner Gillian Wearing, supported after we won a national public online voting campaign with Culture 24. BACKLIT is driven to support, sustain and grow the visual arts ecology across Nottingham.

BACKLIT is entering into an exciting new phase of development and has recently been granted National Portfolio Organisation status from 2018 by Arts Council England. In addition BACKLIT were also successful with receiving funds from Arts Council England as part of the Catalyst Programme. The aim is to explore potential areas of growth to build capacity and resource to ensure the financial resilience for BACKLIT Gallery.

[www.BACKLIT.org.uk](http://www.BACKLIT.org.uk)

### Job Specification

#### Marketing Coordinator role

The Marketing Coordinator would be required to research, create and implement a bespoke sustainable marketing and audience development framework and an effective and user friendly contacts database. The Marketing Coordinator would be the first point of contact for PR enquiries and would prepare and create press release information for Backlit. The role will be vital in wider promotion of BACKLIT to develop partnerships and networks.

#### Main responsibilities

##### Audience Development

- Work closely with the Director, team and specialised agencies to develop and embed audience development strategy across the organisation

- Work with Director and Team to identify priority audiences
- Work closely with the Learning and Community Coordinator, Volunteer Coordinator, Catalyst Coordinator and other team members to promote partnerships that reach new audiences
- Devise and implement a robust audience evaluation strategy
- Implement CRM system
- Online service management - Mailchimp
- Data management in line with GDPR requirements
- Create and implement marketing and communication plans for artistic and commercial activity

### **Marketing and PR**

- Work to achieve agreed audience targets for 4-6 events / exhibitions a year
- Write, design and produce monthly newsletter, working to the organisations template
- Write 4-6 press releases a year; identify and send out to relevant press contacts, regionally and nationally. Devise press database. Act as first point of contact for press.

### **Digital**

- Update BACKLIT's website (WordPress or Web Design experience)
- Content and management of social media platforms
- Devise and help to implement a social media strategy
- Experience of photo and video editing

### **Other**

- Brand management and designing template
- Content for printed material (leaflets and brochures) and distribution strategy
- Proofread material for public presentation
- Knowledge of copyright legislation
- Other duties as required and in agreement with the Director/ Deputy Director

### **Opportunities/ Benefits**

- Training can be offered if beneficial to role
- Backlit is a small friendly team, you will be responsible for a key area in Backlits vision to develop and widen networks

### **Person Specification:**

#### **Experience:**

- Have a minimum of 2 years relevant experience working with arts marketing
- A proven track record of delivering successful marketing campaigns
- Strong organisational and administrative skills

#### **Skills and knowledge:**

- Ability to multitask
- Capable of working independently and as part of a small team
- Knowledge of Nottingham and the local art scene
- Knowledge of marketing networks

#### **Essential:**

- Excellent written and verbal communication skills
- Good IT skills including website management and use of social media (inc experience of Hootsuite, wordpress and design packages)
- Attention to detail

- Good personable skills, able to work well with people at all levels
- Ability to problem solve
- Ability to work to tight deadlines
- An interest in contemporary arts practice

#### **Desirable**

- Post graduate qualification relevant to Arts Marketing
- Experience with Email Marketing
- Knowledge of effective marketing tools and systems to capture data
- Experience of working with suppliers (e.g. printers, designers, etc)
- Track record of developing networks and building partnerships
- Willingness and ability to work over some weekends and evenings (for which time off in lieu is allocated).

#### **How to apply**

To apply please email your CV, a supporting statement outlining your suitability to the role (no longer than A4) and 2 referee contacts (please state if they can be contacted in advance of a potential interview) to [suzanne@backlit.org.uk](mailto:suzanne@backlit.org.uk). Deadline for applications is **Thursday 29th November 2018**. Interviews will take place at Backlit on **Thursday 6th December 2018** (please ensure your available this day). If invited for interview you will be required to provide examples of your published written work (previous press releases, leaflets or brochures).