



**LUDUS DANCE**

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## Marketing Officer

<b>Responsible to:</b>	The Business Development and Fundraising Manager (BDFM)
<b>Responsible for:</b>	Marketing and Communications
<b>Salary:</b>	Up to £21k pro rata (depending on experience)
<b>Hours of work:</b>	22.5 hours (3 days) per week
<b>Base:</b>	Ludus Dance, Assembly Rooms, King Street, Lancaster, LA1 1RE
<b>Period of contract:</b>	Fixed term 1-year contract (potential for extension past initial year)
<b>Period of notice:</b>	6 weeks
<b>Holiday entitlement:</b>	27 days plus bank holidays, pro rata
<b>Date current:</b>	January 2019

### Job Purpose

Develop a positive national profile for Ludus Dance and its work and contribute to the organisation's strategic direction and business growth through audience engagement, partnership/ stakeholder development and income generation.

### Job Scope

- Deliver Ludus Dance's mission and strategic charitable objectives through the development and implementation of effective marketing and communications
- Raise awareness and engagement of our activity, particularly within the education, commercial and health sectors to increase reach and credibility
- Contribute to and run with the organisation's communication, digital and audience development plans
- Drive sales and contributed income via discrete programme strands
- Identify and target new audiences and deliver compelling campaigns to build engagement
- Support programme and project evaluation processes – monitoring, data management and analysis to strengthen the organisation's evidence base for future funding

## **Key Responsibilities**

### **Strategy (10%)**

- Support in the development of the organisation's key strategic documents relating to marketing and communications
- Implement the Audience Development, Digital and Communication Plans and update them as necessary
- Contribute to the development of a centralised CRM system and stakeholder management framework
- Analyse and report on the ongoing effectiveness of marketing and communications activity
- Broker mutually beneficial partnerships with corporates and businesses
- Contribute to funding applications, reports and annual reporting to our main funders

### **Print and Communication (25%)**

- To provide project management for all print and publication items including obtaining a creative brief, obtaining quotes from suppliers, agreeing copy and design, managing the internal approval process and ensuring the item is of a high standard, meets brand guidelines and is delivered on time
- To write high quality copy for all publications (on and offline) which fits with brand guidelines and accurately represents the work of Ludus Dance
- Identify, produce and develop relevant marketing materials including brochures, impact report, infographics, posters, flyers suitable for paper and e-marketing campaigns

### **Brand, Profile and PR (30%)**

- Develop a new set of strong brand guidelines and act as the organisation's brand guardian, ensuring consistent application across all channels
- To act as first point of contact for all press, marketing & PR enquiries for the company
- Write regular press releases to generate publicity for Ludus Dance's projects, initiatives, services and events
- Seek out and engage with new online, print and broadcast partners to increase local, regional and national reach

### **Digital Marketing (15%)**

- To administrate e-mail marketing output and data capture
- To work with the creative team to ensure that quality video content is captured, edited and shared through appropriate channels
- To carry out digital & social media campaigns to promote the activities of the company and monitor activity
- To develop and implement online marketing strategies for specific projects and fundraising campaigns
- To develop, update and maintain the company website, including copywriting and other activities
- Oversee all social media channels

### **Data and Insights (15%)**

- Monitor, collate and analyse on-line statistical data

### **Management (5%)**

- Manage a small team of marketing volunteers to ensure timely distribution of all materials

- Manage departmental budgets, ensuring cost effectiveness without undermining quality

### **General Duties**

- Participate in a process of continuous evaluation of the organisation's effectiveness in fulfilling its aims and objectives
- Comply in all areas of work with the organisation's policies
- Promote, participate in and contribute in all reasonable ways to the overall aims and objectives of the organisation
- Participate in the appraisal process and training considered necessary by the line manager
- Contribute as appropriate to ensure that the company works as a strong and cohesive team
- To undertake all necessary administration required to fulfil the responsibilities of this job description

The above requirements of the job are intended as an outline. There may be other tasks relating to the efficient and effective operation of the company. In these instances, the post holder will be expected to adopt a flexible and helpful approach.

This job description is current at the date shown but, in consultation with the successful applicant, it is liable to variation by the organisation to reflect changes in or to the job outlined above.

## Person Specification

Selection Criteria	Priority Areas E = Essential HD = Highly Desirable D =Desirable	Means of assessment. A = Application I = Interview R = References T = Task
<b>Experience</b>		
Substantial marketing and communications experience, preferably in an arts or charitable context (minimum of 2 years)	E	A, I
Working with digital marketing and via social platforms (social media, mail-chimp, Eventbrite, google forms etc.)	E	A, I
Managing and working with the press and external media	E	A, I, T
Budgeting within an agreed budget and reporting on expenditure	D	A, I, R
Developing fundraising campaigns and securing event sponsorship	HD	A, I, T
Creating and working with a strong brand and guidelines	HD	A, I, R
<b>Knowledge, skills and abilities</b>		
Excellent interpersonal skills and the ability to relate to internal and external contacts at all levels	E	A, I, R
Excellent copy writing skills	E	A, I, T
A creative thinker	E	A, I, T
Excellent organisational skills with the ability to manage multiple priorities	E	A, I
Strong attention to detail and a demonstrable ability to work intuitively	E	A, I
Develop and maintain a network of media contacts in local, national and specialist press	E	A, I, R
Good computer and design skills with software packages such as; Word, Excel, Google Analytics, Adobe Suite, WordPress	HD	A, I, T
Content population via social platforms	HD	A, I

Knowledge of databases, CRM systems and Stakeholder Management Frameworks	D	A, I
<b>Attitudes</b>		
Understanding of, and commitment to, equal opportunities and a commitment to non-oppressive practice	E	A, I
A highly motivated and professional approach and attitude	E	A, I, R
Good interpersonal skills and readiness to work co-operatively with colleagues	E	A, I, R
A demonstrable commitment to healthy and safe working environment.	E	A, I
A flexible approach to working hours and a willingness to work unsociable hours when required	E	A, I
A commitment to Ludus Dance's Core Mission and to the overall development of the company	E	A, I
To work compatibly within the existing team and structure of the company	E	A, I
Outcome focused – the ability to set targets and get things done	E	A, I
Honesty, reliability, responsibility and accountability	E	A, I, R
Articulate and confident person	D	A, I
<b>Qualifications</b>		
A recognised marketing qualification or significant, equivalent direct industry experience	E	A, I