

Post of Digital Marketing Officer

Tanio is committed to providing access to a range of creative activities and interventions that will enable a diverse range of people to develop skills, confidence and self-esteem. Tanio believes that by equipping individuals with courage and self-assurance, which can be nurtured by creative self-expression, individuals and communities can be strengthened and enriched.

The company is a registered charity and its core costs are part-funded from several public sources, trusts and foundations. It is a regularly funded organisation of the Arts Council of Wales.

<u>Job Title:</u>	Digital Marketing Officer
<u>Reports to:</u>	Chief Executive
<u>Responsible for:</u>	External marketing digital support suppliers

Job Description

April 2021

Salary on appointment:	£22,000 pro rata
Hours:	0.8 (equivalent to 4 days per week)
Pension scheme:	Tanio offers a stakeholder pension scheme for its employees administered by Royal London.

Main Duties

1. Work with colleagues to develop and deliver marketing and communications strategies and content that reflect the aims and ethos of Tanio.
2. Coordinate marketing and communications content for all projects.
3. Design and distribute marketing content including flyers, posters, online video content and promotional films.
4. Photograph events and projects.
5. Develop specific strategies and content to increase social media engagement and raise Tanio's digital profile in Wales.
6. With the Chief Executive develop and deliver strategies for expanding partnerships and sponsorship arrangements.
7. Monitor and evaluate the effectiveness of the strategies and delivery plans on an ongoing basis.
8. Develop and implement an Audience Development strategy.
9. Manage any interns and/or volunteers to carry out administrative marketing roles.
10. Keeping up to date with social media developments.

Key Tasks:

1. Work closely with colleagues to develop and implement communications and marketing strategies.
2. Create and manage digital content across multiple channels including press, social media, website and mail outs.
3. Plan, deliver and evaluate a variety of different campaigns.
4. Work closely with project partners and other organisations to ensure all messages are consistent and communications activity maximised.

5. Highlight opportunities to support users, audiences, clients and stakeholders to tell their stories and generate fresh written and digital content highlighting the work of Tanio
6. Commission and manage freelance content producers: - photographers, filmmakers, graphic designers, artists.
7. Manage ad-hoc marketing support staff, interns and volunteers.
8. Represent Tanio at marketing meetings and events.
9. Advocate for the arts, particularly community and participatory arts, at a local, national and international level.

Other tasks:

1. Undertake day-to-day administration as required, including the development and maintenance of an accurate customer information database; in line with GDPR requirements.
2. Manage and administer membership for numerous digital media accounts.
3. Produce reports on initiatives and information for Chief Executive to present to Board meetings.
4. Attend annual review interview.
5. Adhere to all Staff Handbook / policy documents.

Staffing

6. To be involved with the recruitment and selection of freelance staff where appropriate
7. To manage such staff, ensuring that they adhere to all Tanio policies and the Code of Conduct.

Reporting

8. Report weekly to Chief Executive
9. Attend Team Meetings
10. Attend all meetings as required by Chief Executive

Financial

11. To manage the budget and spend of digital projects as agreed with Chief Executive
12. To work with the Office and Finance Manager to ensure that paid services are invoiced to clients in a timely way.

Hours

13. Occasionally you will be expected to work some evenings and weekends but time in lieu can be taken, when agreed in advance with the Chief Executive
14. Occasional travel will be required with overnight stays – for which hotel accommodation will be provided in line with the travel and expenses policy.

Regulatory

15. To ensure that the organisation and associated freelancers, interns and volunteers comply with legislation and statutory and other regulations relating to its work, with young persons and/or vulnerable adults and the health and safety or all those engaged on its programmes.
16. To work at all times within the terms of the law and any internal policies and procedures currently in place, with particular regard to Health & Safety, Equal Opportunities and GDPR.

Other

17. To undertake such other duties as the Chief Executive may reasonably require or as urgent events dictate.

Person specification

Essential

- Experience of Working in Marketing and Communication in a similar role
- Experience of working in an arts or charity sector role and/or in marketing with minimal budget
- Experience of writing press releases
- Knowledge of Social Media Platforms and how best to use them for a small arts charity
- Knowledge of analytics, data creating and evaluations
- Experience of social media platforms, building and engaging audiences
- Knowledge of copyright and data protection laws
- A high level of computer literacy
- Excellent communication skills, verbally and in writing
- Excellent visuals skills
- Experience of Adobe packages including Photoshop

Desirable

- Degree or relevant qualification applicable to the skills required in this role i.e. Marketing/ Communications
- Knowledge of Social Media Platforms and how best to use them for a small arts charity
- Competency with video editing software
- Good presentation skills
- Fluency in the Welsh language both verbal and written and/or the desire to learn