



tanio

Celfyddydol Cymunedo
Valley & Vale Community

01656 729246 helo@taniocymru.com

tanio

Digital Marketing Officer

Job Pack

Autumn 2022

If you would like this job pack in a different format, please call 01656 729246 and leave a message for a call-back or email helo@taniocymru.com. We welcome potential candidates contacting us for a conversation.



About taniao

Taniao is an organisation committed to providing access to a range of creative activities and interventions to different communities – both locally and internationally.

Our work aims to enable a diverse range of people to develop skills, confidence and self-esteem through creative practices and community work. We believe 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.

Established during the miners' strike in South Wales in the early 1980's under the name Valley & Vale, the organisation has worked with countless people and communities using Community Arts as a vehicle for exploration and empowerment. After decades of work, we've naturally evolved our work to bring into line with what communities need from us, and in 2020, we rebranded as Taniao to align with our refreshed direction and purpose. Taniao means 'to spark' or 'ignite' in Welsh.

taniao ignites

- Creativity**
- By ensuring our work is of the highest artistic quality, working with trained professional artists
 - By opening doors to new opportunities that raise aspiration
 - By giving people access to inspiring experiences

- Community**
- By creating inclusive & supportive opportunities for all
 - By nurturing a safe, respectful & collaborative environment
 - By building trust through bringing people together

- Change**
- By using community arts as a vehicle for exploration and change
 - By having a positive impact on the individual, their families and wider society
 - By improving health & wellbeing so individuals can lead happy, curious, & more productive lives

What We Do

Our work includes 4 programmes:

- Arts & Health
- Art & The Environment
- Event & Performance
- Special Projects

Our projects include a weekly drop in session called Breathing Space where people meet to use creativity to express themselves and improve their wellbeing. Breathing Space began with 2 weekly sessions and over the past 12 months had developed into 5 sessions a week and is delivered in partnership with AWEN and Mental Health Matters Wales.

Spring Forward, part of our Arts & The Environment programme, was developed to help young people during the pandemic to become more emotionally resilient. This is delivered via Forest Arts, always in a safe outdoor setting and to date we have worked with over 250 young people across Bridgend.

We also have a year round programme of activities based at our Tanió HQ in Bettws, this ranges from a Christmas visit from Siôn Corn to beach trips and an outdoor cinema.

For more information visit www.taniocymru.com



Digital Marketing Officer

The Digital Marketing Officer is a key role in a small dynamic team. Working with the two Programme Managers the role will create content to ensure we get our message to the right people in the right way.

After a successful rebrand and two years of hard work, this is a fantastic opportunity for someone to join the team and take our comms and engagement to the next level.

You will use your creative skills to build engagement, build networks and deliver work that has the biggest impact on the people we serve.

This is a part time position (28hrs per week) based in the company's office and at home, with off-site working and evening/weekend work occasionally required.

Responsible to: Chief Executive

Key Relationships: Programme Manager Arts & Health, Programme Manager Arts & Environment, Office and Finance Manager, external stakeholders.

Salary: £23,000 (pro Rata, actual Annual Salary £18,400)



Responsibilities

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

Key Tasks:

- Work closely with colleagues to develop and implement communications and marketing strategies.
- Create and manage digital content across multiple channels including press, social media, website and digital newsletters.
- Plan, deliver and evaluate a variety of different campaigns.
- Work closely with project partners and other organisations to ensure all messages are consistent and communications activity maximised.
- 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
- Commission and manage freelance content producers: - photographers, filmmakers, graphic designers, artists.
- Manage ad-hoc marketing support staff, interns and volunteers.
- Represent Tanio at marketing meetings and events.
- Advocate for the arts, particularly community and participatory arts, at a local, national and international level.

Other tasks:

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

Staffing

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

Reporting

- Report weekly to Chief Executive
- Attend Team Meetings at Tanio HQ each Wed.
- Attend all meetings as required by Chief Exec



Financial

- Manage the budget and spend of digital projects as agreed with Chief Executive.
- Work with Office and Finance Manager to ensure paid services are invoiced to clients promptly.

Hours

- Occasionally you will be expected to work some evenings and weekends. Time in lieu can be taken, when agreed in advance with the Chief Executive.
- Occasional travel will be required with overnight stays. Hotel accommodation will be provided in line with the travel and expenses policy.

(Continues on next page.)

Responsibilities (cont.)

Regulatory

- 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 of all those engaged on its programmes.
- 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

- 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 or similar software

Desirable

- Degree or relevant qualification applicable to the skills required in this role i.e. Marketing/ Communications
- Competency with video editing software
- Good presentation skills
- Fluency in the Welsh language both verbal and written and/or the desire to learn



Notes

This is a guide to the nature of the work required. It is not wholly comprehensive and may be reviewed with the post holder and line manager from time to time. We welcome conversations about the role, please contact us on helo@taniocymru.com

Company benefits

- Access to training and development opportunities
- Flexible working
- Office closes from Christmas Eve until the first working day of the following New Year and no annual leave is required to be used
- An energetic, dynamic team
- Wellbeing walks
- Free tea and coffee in the office and lots of cake!

Summary of Terms

Salary: £23,000 (pro Rata, actual Annual Salary £18,400)

Contract: Part time, permanent contract

Flexible working. Wednesdays in the office are mandatory.

Annual leave: 25 days holiday pro rata per annum, plus UK bank holidays (holiday year runs from 1 April to 31 March). Additionally, the office closes for Christmas break from 24th December until the first working day of the New Year. Employees do not use any of their annual leave during this period.

Pension: 5% employer contribution.

Working Hours: 28 hours per week, 30 min lunch breaks not included. Exact days can be agreed once job offer has been made. Core working hours per day are 10am – 4pm, with half hour for lunch, the remaining hours can be worked in whatever way suits the employee best. Due to the nature of the role, some evening or weekend work may be required for which TOIL will be available.

Probation period: six months, during which the employer may terminate the contract with one week's notice. Notice period is three months following the successful completion of probation.

Place of work: Tanio, Sardis Media Centre, Heol Dewi Sant, Bettws, Bridgend CF32 8SU



How to Apply

To apply for the positions please provide the following information by Monday 17th October at 9:30am

- A comprehensive CV
- A covering letter (maximum two sides of A4) or no more than four minutes of video describing your suitability for the position and specifically how your past experience matches the job description and person specification
- A completed equal opportunities form

Applicants should provide contact details for two references, we will seek your permission before making direct contact with any referees. All offers of employment will be subject to receipt of satisfactory references. All applicants must be eligible to work within the UK.

Please submit your application by email with 'DIGITAL MARKETING OFFICER' in the subject line to helo@taniocymru.com

This post will be subject to a check by the DBS. Information about this disclosure can be found at gov.uk.



Recruitment Timeline

Shortlisted candidates will be notified by the end of the day on Friday 21st October if they will be invited to attend an interview where they will also be asked to make a presentation. Please notify us if you cannot attend the specified interview date at the time you submit your application.

Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made. If you need this information in a different format please contact us on 01656 729246 or email helo@taniocymru.com

Tanio strives to be an equal opportunities employer and to ensure that no person is unfairly discriminated against in its recruitment and selection policies and procedures. Tanio welcomes applications from all sectors of the community regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation or any other equality characteristic. We actively welcome applications from individuals with backgrounds currently under represented in the arts.



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Cover Photo: Chris Lloyd

Back Photo: Alison McGann