

# EAST ST ARTS

## Job Description

Marketing & Communications Manager

Reporting to: External Relations Director

Salary: £28k - £30k

Hours: 37.5 (FTE)

Responsible for: Marketing team (web designer and graphic designer)

Location: Patrick Studios, St Mary's Lane, Leeds LS9 7EH

## Background

East Street Arts is an organisation which focuses on contemporary artists. Its aims are to offer space, opportunities, services and resources to artists and those working with artists, supporting the development of a strong visual arts infrastructure locally and nationally.

East Street Arts is a company limited by guarantee (Company No 35986120 and is a registered charity no 1077401).

## Job Summary

This is a senior post within the company, working directly with the three Directors.

The Marketing & Communications Manager is responsible for the delivery of all communications activity including social media and web-based, press and media relations, print, internal communications and key account management of major stakeholders. The Marketing & Communications Manager is also responsible for budgeting and staff management of a growing team.

The ideal candidate will be an experienced professional with a passion for the job, able to lead and motivate a small team of staff and agencies, employ a broad range of marketing techniques as a skilled marketing strategist and be able to drive creativity and enthusiasm in others.

## Key duties

The main areas of day-to-day responsibility for the Marketing & Communications Manager include:

- Developing and implementing the overall Marketing & Communications Strategy
- Developing and implementing the overall Audience Development Strategy
- Developing and managing branding and core messages across all areas of the business

- Developing, implementing and evaluating campaigns related to specific events and projects
- Increasing the national and international reputation of East Street Arts and growing the organisations audiences across its varied portfolio
- Managing all marketing activity including press, media, advertising, internal communications, online and digital communications
- The creation of creative campaigns and marketing plans to support specific areas of projects and programming
- Managing and growing a Marketing team
- Working closely with other senior members of the team to support areas of the business as diverse as education, tourism, artists' management and studio development and maintenance
- Undertake continuous analysis of competitive environment and consumer trends, utilising data for marketing campaigns, interrogating the organisation's databases and external data
- Overseeing and reporting on the budget and targets as set by the Board of Trustees
- Contributing to the overall business plan, strategic direction of the organisation and reporting to the Board of Trustees
- Supporting the organisation in its charitable objectives through managing its CSR policy
- Managing internal communications and supporting staff to develop and implement policy and procedures.

#### Primary Objectives

The primary objectives of the Marketing & Communications Manager are:

- To grow the national and international reputation of East Street Arts as a strategic agency for artistic development, place-making and social change
- To create a clear statement of ambition and intent for future investment supporting East Street Arts' board to build resilience across all areas of the business
- To develop and implement clear product positioning and targeting for each area of East Street Arts' business including clear and consistent messaging across all channels
- To grow East Street Arts' national reputation for place-making and increase its profile as an Arts Property Developer
- To demonstrate the economic and social impact of East Street Arts' activities
- To position East Street Arts as the go-to agency for artistic directors, curators and commissioners to broker relationships with artists
- To grow East Street Arts' network of emerging, mid-career and established artists

#### Responsibilities of all staff members

- To take an active part in communicating and cooperating with other staff and departments
- To follow guidelines, procedures and policies provided by the company in relation to financial management and personnel records
- To work in accordance with the Equal Opportunities policy of East Street Arts
- To be aware of, and comply with, rules and legislation pertaining to Health and Safety at work

The company reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the company.