

JOB DESCRIPTION

Post:	Programmes Marketing Coordinator
Responsible to:	Head of Programmes
Hours of work:	30 hrs per week (4 days)
Remuneration:	£22,000 per annum (£27,500 pro rata)

**Our Mission is to curate, support and facilitate people and ideas
that make ethics matter in the world.**

Role

1. Provide marketing and communications support for the charitable work of Conway Hall Ethical Society.
2. Oversee Conway Hall's social media channels, producing regular engaging content around our events and charitable work.
3. Keep the website up to date, including updating event pages and blog posts as required.
4. Design and schedule regular email mailouts to engage subscribers with our work.
5. Work with the Head of Programmes and Programmes Manager on three season launches annually, including the production of a print What's On guide, launch video, press and ad campaigns
6. Produce regular analytics reports on marketing performance and engagement
7. Proactively seek out new opportunities to increase our reach

Key relationships

1. The Programmes Marketing Coordinator is expected to develop close and effective working relations with the Head of Programmes and Programmes Manager.
2. They should work collaboratively with the Commercial Marketing Coordinator, who will primarily support the needs of the Venue Hire team.
3. They should develop and maintain relationships with casual and freelance colleagues working on Conway Hall's charitable activity, including the Artistic Director for Music, Talks Programmer, Librarian and Archivist.
4. They should also work collaboratively with the Fundraising Manager when required to support Conway Hall's fundraising activity.

Other

1. Comply with Conway Hall's policies such as health and safety, equal opportunities etc.
2. Attend meetings and events when required, including staff meetings.
3. Support the culture of fundraising throughout Conway Hall's activities and staff.
4. Undertake training, as required.
5. Participate actively in the life of the Society and venue.
6. Any other reasonable duties as required by the Head of Programmes.

Person Specification

Essential experience

- A minimum of 2 years' experience in a marketing role, ideally within an arts, culture or charitable setting
- Professional experience managing social media accounts
- Design experience (e.g. InDesign, Canva)
- Basic video editing experience (e.g. Premiere, Capcut, VSD editor)
- Experience of managing email campaigns in Mailchimp or similar
- Experience of managing website updates in WordPress or similar
- Proficiency with Microsoft Office Suite

Desirable experience

- Knowledge of the arts and charity sectors.
- A visual understanding of branding and design
- Experience of using CMS (e.g. Ticketsolve, Spextrix)
- Experience with Google Ads and Analytics

Skills and qualities

- A proactive, energetic attitude to work
- A creative thinker with a positive, flexible and solutions-focused approach
- Well organised, with the ability to work on multiple projects concurrently
- Self-motivated and able to work autonomously, as well as collaboratively within a team
- Excellent written and verbal communication skills
- A commitment the Charitable Object and aims of Conway Hall

Terms:

Salary:	£22,000 per annum (£27,500 pro rata)
Hours:	30 hours per week (4 days) including 1 hour paid lunch break daily
Holidays:	24 days per annum, plus one week over the Christmas holiday period, (all based upon 37.5 hours per week).
Probation period:	Three months.
Pension:	An optional stakeholder pension scheme is available. Employee contribution of 3% is matched by 5% from the employer.

Submission information: Please send a CV and covering letter explaining how you meet the person specification to Holly Elson - holly@conwayhall.org.uk - after reading through the job description.