

SITE GALLERY

Application Pack

Role: Marketing Co-ordinator

Background Information:

Site Gallery, Sheffield is one of Yorkshire's leading international contemporary art spaces, supporting artists specialising in moving image, new media and performance. Pioneering emerging art practices and ideas, we work in partnership with local, regional and international collaborators to nurture artistic talent and support the development of contemporary art. At the heart of what we do, is to connect people to artists and to art, inspiring new thinking and debate through our exhibitions, projects, public programmes and participatory activity.

In 2018 Site Gallery re-opened following a programme of expansion and refurbishment. We have a new 290sqm gallery and a dedicated events space along with commercial spaces including a shop, café and business-let units.

The role of Marketing Co-ordinator is key within our small team of ten permanent staff. This role has been developed to reflect Site Gallery's commitment to reducing paper-based marketing materials and maximising the potential of social and online content.

Job Description

Employer:	Site Gallery Ltd, 1 Brown Street, Sheffield, S1 2BS
Position:	Marketing Coordinator
Salary:	£21,500 - 25,750
Responsible to:	Executive Director
Hours of work:	40 hours per week, including some evenings and weekends

Key Responsibilities

1. Devise and deliver overarching on and offline marketing campaigns which reach existing and target audience groups, driving visitors to Site's activity and building brand awareness.
2. Contribute to organisational strategic development, with a focus on digital, audience development and commercial.

Key Tasks

1. Design and deliver marketing communications plans for exhibitions and projects, working creatively with colleagues to promote activity to targeted audiences.
2. Create online marketing campaigns, working closely with colleagues to plan and communicate key messages, creating content and updating social media platforms and WordPress website.
3. Design printed marketing and interpretation materials, liaising with printers or additional contractors as required.
4. Support the development of Site's digital content, commissioning and developing proposals as required, carrying out research and testing ideas.
5. Produce and distribute press releases for Site's major programmes, maintaining an up to date press list of key writers and reviewers. Where budgets allow, work with PR agencies to deliver specific campaigns.
6. Support the delivery of commercial events and hires and produce promotional materials to advertise Site's commercial offer.
7. Maintain Site's contact database, ensuring data is well managed in line with GDPR and that staff are actively contributing
8. Contribute to the strategic development of Site's business plan, bringing knowledge and research to audience development, digital content and operational excellence.
9. Contribute to Site's performance monitoring and evaluation through establishing meaningful online data analytics and providing regular monthly reports
10. Provide some Duty Management cover on rota with other staff during hours of operation, including out of hours events and rota'd weekend cover.
11. Support internal communications through attending planning meetings, working as a team member and sharing knowledge with staff members and volunteers.
12. Work with the Executive Director to plan expenditure and deliver activity within budget.
13. Act in accordance with Site's Equality Policy and Health and Safety guidelines
14. Commit to own professional development through self initiated research, learning through professional practice and seeking training courses where necessary and/or budget allows.
15. Any other duties commensurate with the role

Skills, Knowledge and Behaviour: Marketing Coordinator

You will have professional marketing experience within a creative or cultural industry. You have a demonstrable ability to communicate clearly with a diverse range of people. Your deep understanding of digital communications as well as good working knowledge of design and print production will enable you to work well across the team, planning and preparing to

deliver timely communications for all our activity. You will become a leading advocate for Site Gallery and the work that we do.

Your can-do attitude is underpinned by an understanding of how to prioritise your work to meet the needs of the organisation and how to work effectively within the team. It is important to you to have mutually respectful relationships with colleagues, collaborators and partners.

You set high standards for yourself, and are determined to achieve results. You are resilient, work hard to overcome challenges and take responsibility for your own actions. You are open and ready for change. You listen to others views, you support colleagues, you are willing to adjust your work plans and understand your own strengths and weaknesses. You are committed to learning and to your own professional development.

How to apply:

To apply for the post please submit a C.V. with a covering letter outlining your relevant experience and interest in the role.

Applications should be submitted via email to jobs@sitegallery.org

Deadline for applications: Midnight, Monday 31 August 2020.

We ask all applicants to complete an Equal Opportunities form to help us monitor the reach of our job adverts. Please [follow this link](#) to complete the form.

We are an anti-racist organisation and an equal opportunities employer. We actively encourage applications from people of all backgrounds.