

CHAPTER

MARKETING AND COMMUNICATIONS OFFICER

Job description

Contract:	Permanent, full-time (subject to a six-month probationary period).
Responsible to:	Head of Marketing and Communications
Responsible for:	–
Salary:	£27,248
Hours:	40 hours per week (TOIL). Weekend and evening work will be necessary subject to the needs of the programme.
Location:	Candidates will be based in the office at Chapter in Cardiff but will be expected to spend time working outside of the venue. We offer a hybrid model which means that, when possible, you can also work from home.

PURPOSE OF ROLE

The Marketing and Communications Officer will work with the Head of Marketing and Communications to deliver a communications strategy that expands Chapter's audience development objectives.

The role encompasses elements of marketing, copywriting, social media, data analysis, video production and editing. You'll be a team player, who is equally able to work on your own initiative, anticipating challenges and providing effective solutions.



Rosa-Johan Uddoh: Ye Olde Group Chat, 2023

Image by Simon Ayre

ABOUT CHAPTER

Chapter is an international centre for contemporary arts and culture, rooted in the heart of Cardiff, Wales. Established by artists in 1971 to celebrate experimentation and radical thought, we've been a catalyst for creativity and critical thinking ever since.

We commission and present thought-provoking exhibitions, films, performances and multi-disciplinary events by established and emerging contemporary artists who expand our worldview and challenge the status quo. Embracing multiple and diverse perspectives, risk-taking and experimentation, our programme encourages conversations that cross boundaries and disciplines.

The artists we work with actively engage with the critical questions and issues that shape our present and we foster dialogue between audiences and artists through a public programme that provides opportunities to connect through our histories, the way we live now and how we might imagine new futures.

Artists and audiences are at the heart of everything we do and, alongside our public arts programme in our gallery, theatres and cinemas, we're also creative home to 53 artists' and organisations who are based in our studios, offer spaces for an array of weekly and monthly classes, and operate a busy café bar that's a great place to meet and work. Our role as a community hub is as important to us as our world-class programme.

We believe in equitable access to culture and that art has the power to connect us all in dialogue around diverse experiences and shared aspirations – supporting health and wellbeing and contributing to a more curious and cohesive society.

AREAS OF RESPONSIBILITY AND KEY TASKS

The Marketing and Communications team are responsible for enhancing the organisation's profile, increasing and diversifying its audiences, driving sales and donations and delivering content.

Working closely with the Head of Marketing and Communications, you'll work across all of Chapter's activity to deliver the communications strategy through ambitious campaigns.

You'll have a keen eye for detail while championing innovation and experimentation within the organisation. You'll be a brand champion and guardian and ensure that inclusion and equity is central to our communications and marketing activity.

You'll be responsible for the following areas:

Campaigns

- Ensure that all campaigns contribute towards our artistic priorities, audience development and fundraising objectives and targets.
- Work with the Head of Marketing and Communications on developing campaign plans and deliver agreed actions.
- Monitor, evaluate and report on activity and campaigns against agreed objectives using social media analytics and ticketing data.
- Liaise closely with key programme, fundraising and project delivery teams to ensure that campaign information is accurate, attractive and communicates key messages.
- Proactively identify opportunities for cross-departmental promotional offers and activities.
- Share information about our programme on relevant listings sites eg Arts Council Wales and Disability Art Wales' Hwb.

Content

- Create and deliver dynamic content to tell compelling stories about Chapter, it's values and its creative community.
- Produce engaging copy, ensuring parity between English and Welsh, varying tone and message according to the target audience.
- Manage a content diary to plan regular content alongside announcements, ensuring our communications are responsive to fast-moving events and key messages.
- Proactively seek and encourage content contributions by staff, volunteers and external contributors (artists, writers, curators, creative community).
- Liaise with suppliers and agencies, including distributors, designers and photographers to obtain and organise assets.
- Manage the front of house display including digital marketing display screens.

Social media

- Generate, deliver and monitor our social media activity across all platforms to achieve goals.
- Develop our use of social media to engage audiences and to communicate our values and key messages.
- Monitor and record social media analytics, use and report on this data to inform future content.

Website

- Ensure that our website is always up-to-date, accurate and engaging.
- Devise methods to showcase and effectively promote and sell our events and communicate our core values.
- Work closely with the Ticketing Systems Coordinator to ensure seamless integration between the ticketing system and website.

Email marketing

- Coordinate and create newsletters and targeted event mailings liaising with identified team members to check that copy and messaging is accurate and appropriate.

Business development and fundraising communications

- Assist the Fundraising team to engage with Chapter Friends, Chapter Clwb and other priority groups including through direct email communications.

This job description is not exhaustive, and you will be expected to adopt a flexible attitude to the duties which may have to be varied subject to the needs of the organisation, and in keeping with the general profile of the post.

PERSON SPECIFICATION

We're looking for a Marketing and Communications Officer with:

Essential

- At least two years' experience in a similar role at an arts centre, charitable organisation, or equivalent freelance.
- Proven experience of creating engaging and compelling content in a variety of formats.
- Demonstrable experience of managing social media platforms on behalf of an organisation or brand.
- A broad understanding of how marketing can help develop audiences as well as achieve ticket sales, fundraising and donations targets.
- Exceptional communication skills and the ability to build relationships with a range of colleagues, stakeholders and audiences.
- Experience of using data and analytics to inform and improve marketing strategy.
- Strong organisational skills with the ability to prioritise, meet objectives and work to deadlines.
- A proactive, motivated approach and the ability to problem-solve calmly and effectively.
- A collaborative attitude and the ability to contribute creatively within a team environment.
- A commitment to equitable and inclusive working practices.
- An understanding of, or interest in, the creative landscape in Wales.

Desirable

- An ability to communicate in Welsh.
- Knowledge of and interest in trends in communications and marketing.
- Experience in audience segmentation, utilising Audience Agency Spectrum or other established methods.
- An understanding of ticketing and Customer Relationship Management (CRM) platforms such as Ticketsolve or Spektrix.
- An understanding of GDPR and data protection legislation.
- Effective use of Content Management Systems (CMS) such as Craft.
- Experience in Adobe Photoshop, Illustrator or other design packages.



The Writer's Circle at Experimentica, 2024

Image by Kirsten McTernan

ABOUT THE BENEFITS

Chapter is a flexible and friendly employer, offering hybrid working and flexible hours. Staff benefits include:

- 5.6 weeks of holiday per annum, including bank holidays, pro rata for part-time positions
- A contributory pension scheme to which you will be auto-enrolled (subject to the conditions of the scheme). The scheme enables you to save for your retirement using your own money, together with tax relief and contributions from the company
- 20% off food and drink in the café bar
- Enhanced Maternity and Adoption Pay, after a year's service
- Welsh at Work scheme
- Two free cinema tickets a month
- Discount on cinema and theatre tickets
- Access to an Employee Assist Programme
- Complimentary tea/coffee in our office space
- Complimentary lunch when working in the building
- Support for continuous development
- Eye Care for DSE
- Secure bike racks
- Staff parking
- Staff socials