



**RE-VISIONING THE SOCIAL,
NATURAL AND BUILT ENVIRONMENT**



Islands and Bays of Barrow &

Furness Coastal Team

*Barrow Borough is the No.1 Borough in England for the number and quality its natural heritage assets.
(Royal Society of Arts and Industry - Heritage index, 2015 & 2016)*

Art Gene and the Coastal Team

Digital Marketer /Administrator

Art Gene's **Digital Marketer/Administrator** will join our growing award winning team. The successful candidate will market a suite of projects across the Islands and Bays of Barrow and Furness – Including Art Gene's core projects and those of our Coastal Community Team. *(The Islands and Bays of Barrow and Furness Coastal Community Team are led and were established by Art Gene in 2016).*

This **12 month fixed term contract (until Dec 2019)** is a core role facilitating Art Gene's upcoming and developing work. A creative approach to marketing, enthusiasm and an ability to work as part of a team and to tight deadlines is essential.

This exciting role will build on and facilitate our existing projects with communities, locally, Regionally and (Inter)nationally helping us publicise the delivery of visionary art work, developing capital infrastructure and improved health impacts.

The Digital Marketer/Administrator will in collaboration with the team, and under the guidance of Art Gene's artist co-founder directors Maddi Nicholson and Stuart Bastik, manage the website, social media, marketing opportunities and support the projects administrative needs. Other team members will include Art Gene's core administrative staff, Project Manager, Arts Projects Development Manager, Landscape Engagement Co-ordinator and Financial Manager, associate artists, designers, architects, and other specialists.

Key areas to include:

- **Website management:** developing and updating the website to reflect the changing needs of the company programme
- **Social media marketing:** developing and attracting internet traffic through social media channels such as Facebook, Twitter, YouTube and Instagram.
- **General Administration** around the programme and core company activities.

See separate Skills & Responsibilities document

Salary

- £21 250 per annum - pro rata (actual £8 500)
- 2 days / 15 hours per week
- Workplace pension.

Work Pattern & Workplace.

Art Gene works Tuesday to Friday 10 am to 6.00pm, the post-holders work pattern could be undertaken during this period, over a number of days and in consultation with the Artist Founders.

Art Gene's studios and office space is located within the Nan Tait Centre, Abbey Road Barrow in Furness, LA14 5TY.

Digital Marketer / Administration Role

Skills & Knowledge

Requirements:

- Excellent website management skills
- Excellent IT skills
- Interest in the arts
- Strong verbal communication skills for articulating ideas to colleagues
- Excellent written communication skills for producing high quality content;
- Attention to detail and accuracy;
- The ability to work independently and flexibly;
- The capacity to prioritise and work across multiple projects;
- The ability to work as part of a team;
- Organisational skills with the ability to deliver a high volume of quality work;
- Creative skills for contributing new and innovative ideas;
- The ability to work well under pressure and meet deadlines;
- Networking and analytical skills;
- Knowledge of existing and emerging social media platforms;

Responsibilities

The Digital Marketeer / Administrator – will work under the guidance, of the Artist Founders and in collaboration with the Project Manager, Arts Project Development Manger, Landscape Engagement Co-ordinator and Financial Manager; you'll need to:

- Manage and update all information on Art Genes website;
- Write copy - contribute to and distribute Art Genes news email e-flyer
- Manage and update information and engage with users on social media sites Twitter Facebook, instagram etc
- Communicate with all staff and artists around web pages and upcoming programme
- Provide short reports and web analysis to demonstrate growth to funders and trustees
- Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums;
- Conduct keyword research and web statistics reporting;

- Use web analytics software to monitor the performance of the website and make recommendations for improvement, and provide information for funders
- Search engine optimisation (seo): develop strategies to increase the number of visitors to the website by achieving high-ranking placements in search results
- With the artist founders and staff develop and integrate a marketing and audience development strategy;
- Keep up to date with current digital trends;
- Manage the contact database and develop generation activities;
- Digitally market the facilities, room and gallery hires
- Liaise with, and answer enquiries from individuals, other organisations, media, often via telephone and email;
- Assist in research of funding opportunities to develop web, media and arts projects.
- Research suppliers and services around project and company needs
- Research, write and distribute press releases to targeted media;
- Collate and analyse media coverage;

Application Procedure

- Supply a full C.V. and a letter of application, stating how your knowledge and experience, your skills and abilities will bring added value to the role as specified.
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- By Email to: rachel.capovila@art-gene.co.uk
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- Or post to Art Gene Ltd, Bath Street, Barrow-in-Furness, Cumbria. LA14 5TY
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- Application deadline: **9 am Monday 5th Nov 2018**
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- Shortlisted applicants will be invited for interview, which will take place at Art Gene's offices in Barrow-in-Furness on either **Wed 14th or Thurs 15th Nov 2018.**

Funded By;

