

## COMPANY OVERVIEW

The Arts Development Company (TADC) was set up in July 2015 as an employee-led social enterprise and is registered as a Community Interest Company (CIC). The company was set up by members of Dorset County Council arts development team with help from the government's Mutuals Support Programme. It is the only dedicated arts service in the country to become a public service mutual in this way and we are now running as an innovative social enterprise.

We believe the arts can transform and change people's lives for the better. We do this through a mixture of direct delivery of creative projects with cross sector partners, lobbying and influencing policy and strategy in the arts and supporting and developing the cultural infrastructure.

Based in Dorchester, we work pan Dorset and across the South West of England; we also partner with UK networks and partnerships including Social Enterprise UK and we are part of a national Public Service Mutuals research programme through the DCMS.

We manage the Little Keep building, a Grade II listed creative hub of offices and co-working space for social enterprises, the creative industries and voluntary organisations.

Among the programmes of work which TADC currently manages are:

- A substantial three-year programme (Culture+) of business development for arts, cultural and tourism organisations in Dorset, Bournemouth and Poole in partnership with the Dorset Growth Hub
- Linked to this programme, research and development focused on innovative approaches to social investment that could support arts and cultural activity in new ways
- A 3-year partnership with Dorset Coastal Forum delivering on 18 coastal public space projects from Christchurch to Lyme Regis connecting communities, improving public realm and the visitor experience and boosting local economies
- Delivery of a Short Breaks programme providing creative sessions for disabled and SEN children
- Face Forward programme, supporting young people not in education to open-up opportunities for employment and training
- Working with the Dorset AONB to deliver Stepping into Nature activities for those living with dementia

## **MARKETING AND COMMUNICATIONS OFFICER**

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### **JOB PURPOSE**

To co-ordinate the marketing and communications for the Arts Development Company

### **REPORTS TO**

The Chief Executive

### **RESPONSIBLE FOR**

Design and print agencies, freelance photographers and filmmakers

### **WORKS WITH**

The Arts Development Company Team and Project Managers

### **SALARY**

£27,000 per annum pro rata. Fixed term for 2 years, P/T – 18.5 hours a week

### **STAFF BENEFITS**

Employee pension scheme provided by NEST

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### **THE ROLE**

This is an exciting role for an ambitious and multi-talented marketing and communications professional who has a passion for the arts and a drive to reach the widest possible audiences. You will be able to work autonomously with confidence whilst maintaining great communications and relationships amongst our very supportive team. You will be confident planning and implementing project marketing campaigns, event-specific publicity and social media and press coverage with creative flair and a great eye for detail to support the organisation bring in new business, develop beneficial partnerships and help meet our income targets.

You will have the ability to multi-task and see the bigger picture – keeping the day-to-day marketing going whilst working to a broader plan with the CEO; weaving stories and case studies together across multiple platforms to position the Arts Development Company as a pioneering and innovative socially engaged organisation.

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### **JOB DUTIES AND RESPONSIBILITIES**

- Working alongside staff to devise specific project marketing strategies and implement them
- Create a suite of marketing assets including printed and presentational materials and oversee all the company design, brand alignment and print procurement and distribution. This includes
- commissioning designers but also designing in-house
- Oversee and deliver on the company's digital strategy: website content development, social media and e-marketing (including content generation, producing e-news and scheduling social media)

- Work with the team and CEO to Identify and create other promotional opportunities (including identifying local, regional and national initiatives) to raise the profile of the company to our clients, businesses and stakeholders
- Be a main point of contact for the media and working with the CEO, cultivate media partnerships and produce press releases
- Generate and commission photography, video and other documentation for use on our website and for press purposes
- Maintain and update organisational databases and ensure compliance to Data Protection legislation
- Reporting and analysing marketing coverage and impact and maintain an up to date marketing archive
- Lead on audience segmentation and data capture and make recommendations around trends, new technologies and developments in marketing to encourage continuous improvement
- Ensure that all marketing and communications helps meet organisational income targets and drives new business
- Contribute to setting annual expenditure budgets for marketing with the CEO and manage the marketing budget
- Work with the team to build in and allocate marketing budgets into project development and funding bids

## PERSON SPECIFICATIONS

ESSENTIAL	DESIRABLE
Demonstrable marketing experience	A marketing / communications professional who has experience of arts marketing
Experience of working with voluntary, charitable or social enterprises	Proven interest in the arts
Excellent IT capabilities including working knowledge of photoshop, wordpress and design programmes	
The ability to work with people from diverse backgrounds	Has previous experience of working with a wide range of businesses, stakeholders, local authorities and commissioners
Excellent team player and communicator with the ability to support colleagues in achieving successful marketing and communications plans	

PERSON SPECIFICATIONS continues...

Strong organisational and project management skills - can work independently and under pressure	
Confident in maintaining a full web presence	
Confident in using social media to generate new leads, sales and business	In-depth understanding of digital marketing, including audience segmentation and social media analytics
Imaginative, with an ability to generate original PR ideas and used to working creatively with tight budgets	Experience of setting and managing budgets
Analytical with eye for detail and ability to write compelling, accurate copy	
Experience of media and stakeholder communications	Has pre-existing press and media contacts
Is willing to travel to and around Dorset	Local knowledge of Dorset, Bournemouth and Poole area
Wants to learn and continuously improve	Has knowledge of current marketing trends

**VALUES AND BEHAVIOURS**

The Arts Development Company is an employee-led Community Interest Company and we invest in communities in ways that are meaningful to them.

We believe that everyone has the right to be respected and listened to, as they shape our future. We expect those who join us to share our values and behaviours, we believe that we need to be:

<p><b>OWNERSHIP</b></p> <ul style="list-style-type: none"> <li>○ Take responsibility in delivering your best work</li> <li>○ You regularly review results and look for ways of raising levels of achievement for yourself and others</li> <li>○ Able to work independently but you are also an excellent collaborator and proactively see linkages between your work and others</li> <li>○ You take an active interest in all the work of the company</li> </ul>
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### GENEROUS

- Accept, value and facilitates people's differences
- Champion diversity in everything you do
- Aid other team members with your time, expertise and knowledge
- Recognise the performance of others and say thank you

### Honest

- You need to be transparent, keep people up to date and informed
- Able to explain your intended outcome
- Recognise own failure
- Seeks opportunities to work with others and build trust

### Equality

- Actively work together with others in finding solutions and improvements
- Champion and advocate our work, ensuring that the company is well presented at all time (including the building that we manage)

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## HOW TO APPLY

Please send through a current CV and cover letter (in total no longer than 5 pages of A4) outlining why you want the role and how your skills and experience match the **Person Specification** to: [tenders@theartsdevelopmentcompany.org.uk](mailto:tenders@theartsdevelopmentcompany.org.uk)

The deadline for applying is **9am on the 23 July 2018**.

Interviews will be held at the Little Keep in August.

For an informal chat about the role or any questions, please contact [sarah@theartsdevelopmentcompany.org.uk](mailto:sarah@theartsdevelopmentcompany.org.uk)

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**The Arts Development Company** values representation and strives to promote equality and diversity at all levels. We welcome and actively seek applications from those currently underrepresented in our workforce and the arts community. If you have any specific access requirements in making an application or attending an interview- please do let us know.

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