

Digital Marketing Officer Job Description & Person Specification

Application deadline: Friday 18 October 2024, 5pm

Interview date: Monday 4 November (with back up date of Friday 8 November)

Employment Particulars

Salary:	£25,756 Full Time Equivalent (FTE). Pro-rata to 0.6
Contract:	Fixed Term, 1 year with possibility to extend
Probationary Period:	3 Months
Hours Of Work:	0.6 FTE, 21 hours per week, Time Off In Lieu system operates.
Holidays:	15 Days Annually (25 days pro-rata) + Christmas closure
Place of Work:	Cheshire Dance Main Office (Winsford Library, Winsford)
Line Managed by:	General Manager
Flexibility:	A flexible approach to working hours is negotiable. A willingness and ability to travel is essential
Pension:	Cheshire Dance operates a Pension scheme and makes statutory contributions

About Cheshire Dance

Cheshire Dance creates opportunities for people of all ages, abilities and backgrounds to access dance and to use the art form to live healthier and happier lives. From delivering dance classes in the community, to providing professional development & training to emerging artists and hosting events and festivals, we seek to remove inequalities and co-create opportunity to experience the power of dance.

Job Purpose

Cheshire Dance seeks a Digital Marketing Officer to engage with dance participants, audiences, partners and stakeholders to build upon the organisation's growing profile in Cheshire, the North West and Nationally.

You will bring your passion, knowledge and expertise in marketing and communications to raise the profile of our work and support our programme of projects and events working closely with our team, artists and the wider community.

You will engage sensitively with diverse audience types to champion dance as an artform and the accessibility of Cheshire Dance's work across the arts and cultural, voluntary, health & wellbeing and education sectors.

Key Tasks and Responsibilities

Marketing and communications

Strategy, development and planning

- Develop a deep understanding of Cheshire Dance and its programme, values and strategy as well as the organisation's audiences and stakeholders.
- Work with the team to build and execute a Marketing, Communications and Audience Development Plan that works in line with the organisation's vision and objectives.
- Plan, execute and subsequently evaluate a wide variety of marketing campaigns

Content

- Create compelling written copy and visual content for a range of platforms, which supports and promotes Cheshire Dance's programme. This includes creating case studies, infographics, web, blog and video content, and using tools such as Canva, Adobe Creative Cloud or Cap Cut.

Social media

- Plan and coordinate a schedule of activity across Facebook, Twitter, YouTube, Instagram, LinkedIn and other platforms to develop and engage our audience base.

Email marketing

- Grow our email marketing list and plan and manage a schedule a plan of email marketing activity using Mailchimp.

Production

- Manage the print production and showreel film production process, managing and liaising with external suppliers and working within budgets.

Website marketing

- Maintain and update WordPress and GoDaddy hosted websites for [Cheshire Dance](#), [Dance Consortia North West](#), [Now Northwich](#) and [PMLD-Dance](#), ensuring content is fresh and optimised to support user journey and experience. Work with the team to ensure Cheshire Dance's classes, events, CPD offering, opportunities and news are up-to-date and visible online.

Reporting and evaluation

- Using tools such as Google and social media analytics, monitor, report and analyse visit and engagement stats across digital platforms. Use the knowledge to improve, use and target Cheshire Dance communications more effectively and to set achievable and ambitious targets. Collect event stats and work with the team to set performance indicators for events and projects.

Advocacy and relationships

- Build and strengthen relationships with Cheshire Dance's wider partners and stakeholders, supporting the organisation to be a 'go-to' hub for dance in the region.
- Strengthen key relationships with graphic and web designers, press and media contacts, social media co-promoters and influencers, photographers, videographers and marketing peers in other organisations.

Event programme marketing

- Support the marketing of Cheshire Dance's event programme in Cheshire West and Chester, working with the Dance Development Artist for the Borough and Council colleagues.
- Work with the team to plan, produce and distribute event communications including promotional and display materials, artist biogs and briefings and other materials.
- Support all staff to plan, promote and co-ordinate classes, workshops, training, performances and other events.
- For larger events, manage the marketing strategy and liaise with partners, in conjunction with coordinating media engagement (press, radio, tv) and guest/VIP experience
- Manage programme relationships and operations e.g. liaising with artists and venues, managing sales and online registrations via websites, Dance Biz and/or Ticket Source.
- Communicate with participants and trainees, issuing joining instructions, managing cancellations, organising refreshments, setup and get out.
- Work with the team to develop Cheshire Dance's volunteering offer. Support and manage volunteers to optimise outcomes for the volunteers themselves and the organisation.

Reputation management

- Support the effective management and application of Cheshire Dance's brand by supporting staff and collaborators in their understanding and adherence to brand guidelines.
- Advocate for the work and contribute to the development of pride across the team, Board, audiences and stakeholders.
- Help to position Cheshire Dance in the way that audiences and stakeholders perceive the organisation. Check and challenge the team to ensure congruence in standards and professionalism.

General

- Contract external providers where required and budget permits. Manage budgets and liaise closely with team members to ensure financial control.
- Carry out all duties in accordance with Cheshire Dance's Equal Opportunities / Safeguarding / Data Management and other Policies.
- Play an active role in the running of the office to ensure smooth running operations alongside the Administrator.
- Play an active role as a team member who contributes ideas and supports others.
- Be ready and willing to undertake other duties as required.
- Conduct your own independent research and seek training opportunities to improve Cheshire Dance's marketing and communications and contribute to longer term planning and reviews of values, policies and objectives.

Special Conditions

- The post may require some evening and weekend work. Respecting the flexibility that this will require of the post holder, Cheshire Dance will equally enable the post holder to work flexibly, operating an hour-for-hour Time Off In Lieu (TOIL) system.

Person Specification

A self-starter and team player with proven and demonstrable abilities and a commitment to the principles and practice of Equity and Diversity.

Qualifications

- Educated to degree level or equivalent training and experience (essential).
- Hold a professional qualification in a related discipline e.g. CIM, CIPR (desirable).

Skills, knowledge and experience

Essential

- Minimum of 2 years' experience in marketing and communications with demonstrated success.
- Experience in the design and delivery of effective marketing campaigns.
- Digital marketing skills across email marketing, social media and content marketing.

Cheshire Dance
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- Effective copywriting skills and the ability to tell compelling stories using a range of formats and media, combining strong verbal, written and presentation communication skills.
- Basic design and video editing skills to complement carefully crafted copy with engaging visual graphics using Canva, Adobe Creative cloud or similar packages.
- Experience of PR and media relations, including writing press releases and negotiating with the media.
- Experience of website content management including Word Press.
- Experience of using social media strategically.
- Experience of using Mailchimp, CRM and Ticketing Platforms (Ticket Source or similar).
- Experience of digital monitoring and optimisation tools and techniques, such as Google Analytics, Google Ads, Google for Non-Profits, Meta Business Suite, YouTube Analytics Studio, etc.
- Experience of design, production and distribution of print materials and publications.
- Ability to organise event logistics
- Excellent analytical, project management and IT skills alongside ability to scrutinise objectively and exercise sound judgement
- Excellent team player that is supportive of others and upholds the values of Cheshire Dance.

Desirable

- Experience of event management
- Experience and knowledge of working of the arts, dance and / or other charitable activity.
- Full driving licence

Personal Characteristics

The post holder should be able or willing to demonstrate competence in all of the following:

Adaptability: Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.

Behave ethically: Understand ethical behaviour and business practices and ensure that own behaviour and the behaviour of others is consistent with these standards and aligns with the values of the organisation.

Build relationships: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organisation.

Communicate effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.

Creativity/Innovation: Develop new and unique ways to improve operations of the organisation and to create new opportunities.

Focus on stakeholder needs: Anticipate, understand, and respond to the needs of stakeholders to meet or exceed their expectations within organisational parameters.

Foster teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organisational effectiveness.

Lead: Influence others positively to achieve results that are in the best interests of the organisation.

Build Consensus: Assess situations to determine the importance, urgency and risks, and build consensus in a timely manner and in the best interests of the organisation.

Organise: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.

Plan: Determine strategies to move the organisation forward, set goals, create and implement actions plans and evaluate both the process and results.

Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.

Interpersonal Sensitivity: An ability to read and respond to verbal and non-verbal signals.

Flexibility: Ability to adapt and change own plans to accommodate external or unforeseen circumstances, without losing commitment to the task in hand.

Action Tendency: Attends willingly and effectively to tasks; follows through from planning into action with tenacity.

Stress Tolerance: Maintains effectiveness under pressure.