

Thank you for taking the time to read this and for your interest in working with us at Meadow Arts. We are excited to be recruiting for a new **Marketing & Communications Manager**, which is a flexible, part-time role of 30 hours per week (four x 7.5-hour days).

The closing date for applications is **midnight on Sunday 5 September 2021**. Interviews will be held on **Tuesday 14 September 2021**.

Meadow Arts has a small team of five staff members (including this role), all working part-time in the rural West Midlands to bring contemporary art to people who might not usually get to engage with it. We believe that excellent contemporary art has the power to encourage new ideas and expand horizons.

We work with partner venues to produce our exhibitions, locating artwork in outdoor and indoor public spaces; stately homes (for example with National Trust and English Heritage); museums; cathedrals; and the wider public realm – we are open to ideas and want to challenge and inspire.

We are recruiting in a different way than before, to be more open and inclusive, and to learn as an organisation. Therefore, if you have any questions, please feel free to contact any of our team – you can find our email addresses on our website – we would be happy to arrange the best way to talk through the process and any transferable skills that you have.

This pack is designed to give you useful background information to Meadow Arts. You can find out more about us at [www.meadowarts.org](http://www.meadowarts.org) The pack includes the following information:

- Details about the role
- Who we are
- Who you are
- What you will be doing
- Notes to read before you apply
- The process and timeline

Please do get in contact if you have any questions before applying.

We look forward to hearing from you soon.

**Clare Purcell**  
Executive Director

**Marketing & Communications Manager**

Location:	Home-based, travelling to locations in the West Midlands as required
Reports to:	Executive Director
Type of contract:	Permanent
Hours of work:	Part-time 30 hours (4-days at 7.5 hrs /day) per week, flexible working is available.
TOIL:	Additional hours may occasionally be required as necessary for the successful performance of the job – we do not pay overtime but provide time off in lieu.
Salary:	£24,000 per annum (FTE £30,000). There is potential to widen the role if additional income /partnerships are secured
Annual leave:	25 days per annum pro rata + public holidays. The Annual Leave period runs April to March.
Benefits:	NEST Pension Scheme with employer contributions of 3%. We invest in staff training & development
Probationary period:	3 months
Notice period:	2 months
Transport:	The post holder must have access to private transport

---

**About the Role**

We are excited to meet people with an interest in contemporary visual art, creative flair and an ability to bring new, innovative ideas and experience to our work.

We're looking for a person who can raise the profile of Meadow Arts, get the most out of our digital platforms & respond to the needs of our audiences, stakeholders and funders. You will develop, manage and produce content for print, website and social media, using analytics to create marketing plans that are responsive and dynamic.

**Who We Are**

We are an inspirational contemporary art charity delivering ambitious and accessible projects in unexpected, often rural, places.

Since 2004, Meadow Arts has been challenging established notions of where and how excellent art can happen, and who can access it. We are committed to delivering the highest quality work to diverse audiences and to people who may not normally engage with contemporary art.

We have a strong reputation for bringing context-responsive exhibitions, exciting new commissions, rich education and engagement programmes and interactive events to people across the region. We deliver an increasingly diverse and ambitious programme of high-quality artistic encounters to a wide audience, both in physical places and online.

We have no venue of our own and embrace a partnership-based working model to deliver projects strategically, with both private and public sector organisations, to achieve common aims and maximise resources. We often collaborate at a strategic level with non-art venues, such as heritage buildings, regional museums and colleges.

## Who You Are / What you have

- **Strong verbal and written skills:** We are looking for a person who can communicate complicated curatorial and artistic ideas in a way that people understand. You'll be good at making our work accessible, spotting mistakes and perfecting the detail.
- **An ability to communicate and listen:** We are looking for a 'people person' who can communicate effectively, both on-and off-line, in person and in print, and to listen to what others say. You will act as our brand guardian and positively promote Meadow Arts widely.
- **Understanding Marketing:** A good level of experience in marketing and an understanding of analytics. You'll be able to generate ideas with the team and create professional campaigns with a high level of accuracy, using data to assess what is working and build this into your work. You will oversee our Audience Strategy and have sound understanding of digital art, digital project management and feel confident using social media to underpin all promotional work and to reach and connect with existing and new audiences.
- **Work closely with the team:** interpersonal relationships are key to how we work and, as a small and agile staff team, we share a lot of the workload. You are able to fit into this way of working and are flexible and attuned to other people's needs and identifying both where you can offer support and identify the ways in which you would like to develop.
- **Understanding of small (rural) arts organisations:** we are constantly juggling different external demands from funders, partners and national policy, while championing contemporary visual arts and our belief in its ability to challenge perceptions and broaden horizons. You will have knowledge of working in the arts and cultural sector, Arts Council England and the Let's Create strategy, and the importance of collecting data, monitoring projects and evaluating outcomes. We want to use evidence to showcase the vital, lively and creative work we deliver.
- **Flexible and efficient:** we are looking for someone who is flexible and can uphold their productivity in varied and changing settings. You should be able to manage your own workload and lead on projects remotely, reporting into and updating the team at weekly meetings. Part of this will be managing marketing relationships with partners and managing the marketing budget. You will always be supported by the Executive Director and the wider team; existing systems are in place to help the charity operate smoothly.

## What you will be doing

### Main Duties

1. Manage the Audience and Digital Strategies and monitor and evaluate their effectiveness
2. Generate ideas for marketing campaigns around all aspects of Meadow Arts programmes and execute campaigns meticulously to ensure maximum impact
3. Plan digital marketing campaigns, including web, SEO, email, social media and advertising
4. Maintain social media presence and grow engagement across platforms
5. Maintain our website, blog and monthly e-newsletters
6. Provide marketing information, photographs, and logos to partner organisations
7. Ensure project materials are approved by all partners ahead of release

8. Co-ordinate and develop the CRM database
9. Contribute to interpretation within artistic programmes
10. Manage photo and video archives
11. Provide support to staff regarding digital communications and marketing
12. Liaise with and manage freelance staff, including graphic designers and photographer
13. Sign up to relevant professional networks, such as Arts Marketing Association
14. Keep informed of marketing developments in the visual arts and the wider cultural sector

### **Policy, Planning and Development**

1. Contribute to reporting, including the quarterly Artistic and Organisational Report, the ACE Annual Report and Business Plan.
2. Liaise with The Audience Agency regarding annual Audience Finder Questionnaires and Audience Finder Report and support Executive Director in relaying this information to ACE
3. Support evaluation, specifically maintaining centrally held up-to-date records of audience /participant numbers, etc. across all projects
4. Measure and report on the performance of all marketing campaigns

### **Content Management**

1. Oversee the creation of all marketing collateral; print (flyers, posters, brochures, annual reports) and digital (website, e-newsletters, social media)
2. Write engaging and accurate copy for the full range of online and offline media
3. Manage marketing budget to produce engaging content, advertising campaigns and account for relevant expenditure to support and promote Meadow Arts activity
4. Ensure our website content remains relevant, accessible and up to date
5. Manage social media channels, reviewing and responding as necessary
6. Monitor usage and effectiveness of online platforms using relevant tools to develop strategies to broaden reach, deepen engagement and promote stakeholder loyalty

### **External Relations**

1. Act as the Meadow Arts brand guardian ensuring consistent application across all media, including use externally
2. Build effective, working relationships with key organisations and partners
3. Seek out new online, print and media partnerships to increase reach for the work of Meadow Arts
4. Work with Executive Director to create annual info graphics that summarise our achievements, reach and impact.

### **Income Generation**

1. Work with the Executive Director to explore new ways to generate income, such as crowdfunding, improving donations, charging for content
2. Support the Executive Director to explore business /brand sponsorship and help Meadow Arts connect with new partners who can extend our brand, reach new audiences, and add value to the great work we do
3. Contribute to individual funder reports and donor management.

Undertake all activities in compliance with Meadow Arts policies and procedures, particularly equality and health and safety.

## Before you apply

Our current staff team is predominantly white, heterosexual and non-disabled, but our aim is to become a truly inclusive organisation with a workforce and audience as diverse as the communities we serve. We believe that what we will have greater impact if our organisation better reflects the region in which we work; we therefore welcome applications from those who will bring a difference.

We understand that contemporary art can be a closed shop for many. We are challenging that by celebrating and investing in diverse and inclusive ways of working so our trustees, team and audience directly reflect our audiences and our ambitions for a more inclusive sector. If you are from a background that is underrepresented in the arts and cultural sector and you would like to apply for this post, we encourage you to do so.

If you would like to have a conversation with our Executive Director in advance of sending an application, you can do this digitally or, over the phone, by prior arrangement. Please email: [clare@meadowarts.org](mailto:clare@meadowarts.org)

## How to Apply:

We really want to recruit in a different way. We know that there are many barriers for people applying for jobs, especially in the cultural sector, and we want to make this process as open and supportive as possible.

Please send us your CV (up to 2-sides A4 including two references) with any ONE of the following that tells us about your interest in and suitability for the role:

- a letter of application (2 sides A4 max), OR
- a video (3 mins max), OR
- a voice memo (3 mins max) OR
- a PowerPoint presentation of up to ten slides (1000 words max)

**Please ensure your name is given on every page /file you submit – this might sound obvious but is often overlooked!**

Send it to [clare@meadowarts.org](mailto:clare@meadowarts.org)

We also ask that you complete this [Equal Opportunities Form](#)

## Timeline

The closing date for all applicants is: midnight on 5<sup>th</sup> September 2021.

Interviews will be held on Zoom on 14<sup>th</sup> September 2021