

Application Pack for Position of Digital Communications and Marketing Coordinator

Thank you for your interest in the above opportunity. The closing date for receipt of applications is Monday 12th December 2022 at 12:00 BST. Enclosed you will find:

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The application process for this post is by CV and written statement giving details of your interest in the job and suitable skills. Your CV and written statement will be judged against the person specification and job description, which is the list of requirements for this post. You should ensure your written statement addresses each point of the person specification, giving details of the relevant skills and experience you have in each of these areas.

All applications should be submitted via email to careers@nncontemporaryart.org by Monday 12th December 2022 12:00 BST.

Commitment to Equality & Diversity

NN Contemporary Art aims to have a workforce that represents a variety of backgrounds and cultures and can provide the relevant knowledge, abilities and skills for the organisation.

Anyone who meets the requirements of this job is eligible for employment within NN Contemporary Art irrespective of age, disability, employment status, gender, health, marital status, sexual preference, membership or non-membership of a trade union, nationality, race, religion, social class, or other non-job-relevant personal characteristics.

We make every effort to eliminate discrimination, direct and indirect, from our recruitment and selection process. Where applicable, reasonable adjustments will be made at each stage of the recruitment and selection process as required to reduce any potential barriers faced by applicants and to give them equal access to employment opportunities.

If you need this application pack in a different format or would like to submit your application to us in a different way, e.g. by video or sound file please contact us on careers@nncontemporaryart.org.

Due to the high volume of applications we receive, we are unable to make individual responses to applications. If you have not heard from us by three weeks after the closing date you should assume you have not been shortlisted.

If you have questions, or would like an informal chat about the role, please get in touch. We look forward to receiving your completed application and thank you for your interest in the vacancy.

NN Contemporary Art (NNCA) general information



NN Contemporary Art (NNCA) is an independent contemporary art space in the centre of Northampton. It started in 2003 when a group of artists and practitioners came together to form Northampton Arts Collective (NAC). They were united by the common goal to elevate contemporary art within Northamptonshire. At NN we believe that international art and culture should be accessible to all. Over the last few years we have worked with schools, community groups and regional partners to deliver innovative exhibitions, educational events and projects that are free to all. We work with artists at all stages of their careers; from students to Venice Biennale award winners.

In January 2020 NN relocated to 24 Guildhall Road (a 5 storey 2000 sqm property owned by West Northamptonshire Council) with an aim to repurpose it as an artist studio complex and contemporary art space. In August 2020 it was announced that NN was successful in bidding for £1,56 million through the SEMLEP 'Getting Building Fund' and in 2021 it was announced a further £3.1 million has been proposed for the building through Towns Plan funding. NNCA will occupy three floors of the building. The new premises will provide a larger more accessible home for the NN, including creating new exhibition spaces and creative workspaces. The new facilities are in the town's Cultural Quarter, transforming this site into an attractive and innovative contemporary public cultural space.

NN Contemporary Art is in the midst of a period of growth and change as a regional, cultural institution. It is an exciting time to join the team at NN, whilst we rethink, redesign & recalibrate our mission and practice.

Job Description

Job title: Digital Communications & Marketing Coordinator

Hours of work: 15 hours per week

Salary on appointment: £12.00 per hour, £4,680 for 6 months (£23,400 Full Time Equivalent).

Contract: Fixed term for 6 months with possibility of extension subject to funding.

Place of work: NN Contemporary Art, 24 Guildhall Road, Northampton, NN1 1DP & Vulcan Works, Fetter Street, Northampton NN1 1EW

Responsible to: Deputy Director

Main purpose of post: To develop, create and deliver marketing, communications and digital content for all NNCA's activities across press and social media channels and monitor press and marketing activity. To work within the annual communications strategy to ensure NNCA's marketing activities enable audience development and reach.

Main Responsibilities:

Communications Strategy

- Support in delivering NNCA's communication strategy - working collaboratively with the wider NNCA team and external PR support to engage our target audiences.

Marketing Content Design & Distribution

- Curate, source, & create digital marketing content in response to NNCA's programme, activities & news
- Create a vibrant, achievable and affordable schedule of activity in consultation with the Artistic Director and programming staff.
- Identify appropriate presentation formats and digital platforms for marketing materials
- Design digital content for distribution on NNCA's channels in line with the brand identity (social media, newsletter, website)
- Draft and schedule approved social media posts, create facebook event pages and invite contacts to events and update listings with opportunities/jobs at NNCA
- Create content for and distribute the monthly newsletter
- Create Eventbrite listings for NNCA's ticketed activities inline with branding guidelines
- Create and distribute invitations for NNCA events
- Document NN exhibitions and events
- Commission photography and delivery of relevant design work as agreed according to branding guidelines

Press & Media

- Create press releases for NNCA programming and news.
- Develop media contact lists and relationships with the media to enable wider promotion of NNCA's programme and news
- Serve as point of contact for media and public questions (on social media and via email) for NNCA its public programme

Website development & maintenance

- Update the website to ensure information is current, accessible and links to marketing materials and other listing/ticketing sites as appropriate (e.g. Eventbrite).
- Upload new content and archive past content appropriately
- Regularly audit the website to ensure that it is functioning correctly and meets industry standards
- Make recommendations to continually improve the format, function and design of the website to ensure it remains relevant and vibrant

Print media

- Design all printed materials (posters/leaflets/adverts) and coordinate distribution of printed materials to reach target audiences
- Maintain a database of contacts for distribution of marketing materials.

Reporting and Monitoring

- Develop and report audiences statistics across all online marketing channels (via Facebook Insights, Google Analytics, Mailchimp etc) monthly at team meetings inline with Audience development objectives.
- Enhance the effectiveness of programme communication by recommending improvements to online channels to increase access and engagement
- Assist with the assessment and reporting of digital programme activity to funders
- Work with team members to ensure audience statistics are collected and collated through Audience Finder surveys and other KPI data collection channels.

This job profile provides a general description and is not intended to be comprehensive. It may be altered from time to time as required for business reasons, to meet the changing needs of NN.

Person Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience in digital marketing • Experience in graphic design, photo/video editing • Experience in content creation • Experience of creating communications plans & strategies • Experience or interest of working with Contemporary Art, exhibitions and/or public events 	
Attainments	<ul style="list-style-type: none"> • Undergraduate degree in Graphic Design, Communications, Design or equivalent 	
Aptitudes & Skills	<ul style="list-style-type: none"> • Excellent knowledge of social media best practices • Excellent written and spoken English and ability to produce concise and accurate information • Able to use Adobe Creative Suite (Photoshop, Illustrator, PremierePro, InDesign) 	<ul style="list-style-type: none"> • Additional spoken languages • Research skills

	Essential	Desirable
Aptitudes & Skills	<ul style="list-style-type: none"> • Able to use Facebook Business Suite or similar content scheduling software (e.g. Buffer, Hootsuite) • Knowledge of Eventbrite ticketing system • Knowledge of film editing software and motion graphics (Premiere Pro, After Effects) 	
Disposition	<ul style="list-style-type: none"> • A self-reliant team player – ability to work on own initiative • A positive approach with an ability to be flexible • Commitment to Equal Opportunities • Accuracy and attention to detail • Strong interpersonal skills, patience, empathy, a positive approach and respect for others 	
Thinking Style	<ul style="list-style-type: none"> • Productive under pressure with a logical and analytical approach to problem solving 	
Circumstances	<ul style="list-style-type: none"> • Flexibility and ability to work extended hours on occasion 	

Outline Terms and Conditions of Employment

This summary contains the general conditions of employment. On offer of employment fully detailed conditions of employment will be issued.

Post	Digital Communications & Marketing Coordinator
Name of employer	Northampton Arts Collective, a registered charity
Place of work	<p>NN Contemporary Art 24 Guildhall Road Northampton NN1 1DP</p> <p>Temporary location until 2023 Vulcan Works St Johns Building Fetter Street Northampton NN1 1EW</p>
Contract	Fixed Term for 6 months.
Pension	NEST pension scheme (3% employer contribution on qualifying earnings)
Hours of work	15 hours a week
Holiday entitlement	7.5 days for 6 months inclusive of Bank Holidays
Notice period	<p>2 week in writing on either side during the probationary period.</p> <p>4 weeks in writing on either side thereafter</p>

Recruitment Monitoring Form

Please complete the online Recruitment Monitoring Form. This form is managed wholly separately from your application and the information you provide is only used to gauge how effective we are in being open and inclusive in our recruitment processes. Link to the form is below:

<https://forms.gle/UU44yynv1TBUiwb67>