

beacon
arts centre

www.beaconartscentre.co.uk

LIGHTING UP LIVES
IN INVERCLYDE



beacon

RECRUITMENT PACK

DIGITAL MARKETING CO-ORDINATOR

OCTOBER 2021



beacon
arts centre

WHO ARE WE?

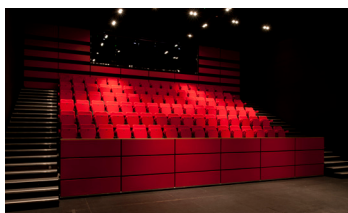
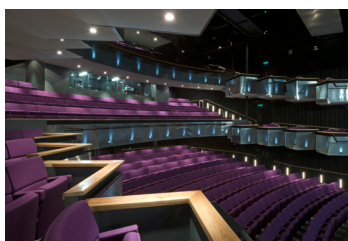
beacon
arts centre

We are the Beacon, a contemporary theatre and arts venue in the heart of Inverclyde... and a whole lot more besides.

We offer a safe and inspiring place to escape into a different world for a while; a place to connect and share new experiences through shows and activities that inspire and delight, sometimes challenge, and always entertain. From staging national productions to showcasing local talent, and from hosting theatre-based workshops to dance classes and a whole host of creative activities and events, we aim to offer something for everyone.

Our **vision** is to be Scotland's most influential, accessible and entertaining arts venue.

We passionately believe that cultural experiences are crucial to the wellbeing of individuals and communities. That's why our **mission** is to make a lasting impact through our work and to 'light up lives' by ensuring that as many people as possible have opportunities to engage with the arts in ways that are enjoyable and meaningful to them. We achieve this through our fantastically diverse programme and innovative outreach work, delivered in the local community and further afield, as well as within our inspiring building.



Beacon Arts Centre

Custom House Quay, Greenock PA15 1HJ

T. 01475723723 E. info@beaconartscentre.co.uk

www.beaconartscentre.co.uk



@thebeaconartsc



@thebeaconarts



@thebeaconarts



Beacon Arts Centre

WE ARE THE BEACON ARTS CENTRE... AND A WHOLE LOT MORE

beacon
arts centre

OUR PROGRAMME

Throughout the year, we stage a mix of award-winning theatre, music, dance and touring arts programmes, ranging from National Theatre of Scotland and Scottish Opera productions to large-scale community musicals and jazz, folk and classical music concerts. We present intimate performances for younger children and their families, and we host a range of festivals, exhibitions, classes, workshops and events too, delivering a year-round buzz of captivating, creative activity.

OUR PRESENCE

Beacon Arts Centre is managed by the charity, Greenock Arts Guild Limited, and our diverse funding base is underpinned by core grants from Inverclyde Council and Creative Scotland. We firmly believe that Inverclyde is one of Scotland's most attractive places to live and work and it also has the benefit of well-developed transport links to Glasgow and the rest of Scotland. We are proud to be part of this vibrant community and to make a key contribution to the local economy as an employer. With a 4-star rating from VisitScotland, we play a vital role in supporting local tourism too.

OUR VENUE

From our stunning location on the banks of the River Clyde, at the heart of Greenock's waterfront regeneration, our modern, purpose-built venue offers a 500-seat theatre and a 128-seat studio as well as a variety of spaces for exhibitions, meetings, rehearsals and development work. We also have superb facilities for eating, drinking and events.

Beacon Arts Centre

Custom House Quay, Greenock PA15 1HJ

T. 01475723723 E. info@beaconartscentre.co.uk

www.beaconartscentre.co.uk



@thebeaconartsc



@thebeaconarts



@thebeaconarts



Beacon Arts Centre

ABOUT THE ROLE

DIGITAL MARKETING

CO-ORDINATOR

JOB PROFILE

The **Digital Marketing Co-ordinator** will be responsible for raising the profile of the Beacon and the diverse, unique, and inspiring work we do. The postholder will be a vital addition to our team in 2021 as we prepare to reopen to the public, define our new brand strategy, and resume live performances and programmed activities.

The Digital Marketing Co-ordinator will be expected to work closely with our Marketing Officer and wider team to creatively articulate our future activities to audiences across Inverclyde and beyond, across various digital marketing channels, taking responsibility for digital content curation and creation, acting as a brand ambassador for the Beacon.

MAIN RESPONSIBILITIES

- Work with our Marketing Officer to analyse and report on data to inform our marketing mix and digital campaigns.
- Engage new audiences through digital campaigns to increase followers across Facebook, Instagram, Twitter, YouTube and visitors to our website.
- Manage website content and maintenance ensuring regular updates and appropriate content placement.
- A strong focus around developing email marketing using automated functions and exploring development and implementation of software capabilities.
- Work closely with our Marketing Officer and Customer Service Supervisor to rework our audience development strategy for 2021 and our reopening.
- Social Media management, content curation and creation.
- Work with team members on strategic and creative projects to effectively produce marketing communications for internal and external stakeholders.

Beacon Arts Centre

Custom House Quay, Greenock PA15 1HJ
T. 01475723723 E. info@beaconartscentre.co.uk
www.beaconartscentre.co.uk



@thebeaconartsc



@thebeaconarts



@thebeaconarts



Beacon Arts Centre

DIGITAL MARKETING CO-ORDINATOR

DEMONSTRABLE KNOWLEDGE & EXPERIENCE

- A minimum of 2 years' experience of working within a marketing environment, ideally within the arts/performing arts.
- Experience in developing and delivering effective marketing campaigns.
- Excellent copywriting and proofreading skill.
- Experience with websites and CMS platforms.
- Collecting, analysing and using data.
- Knowledge of audience development within the arts/cultural sector.
- Excellent time-management skills and ability to consistently meet deadlines and work to a budget.
- A positive, proactive, and flexible approach with a high degree of personal accountability.
- A team player who works with colleagues to secure stronger outcomes.
- An interest in the performing arts.

DEMONSTRABLE SKILLS & VALUES

- Understanding the importance of the role of the arts in effecting social change and improving the lives of people.
- Sensitivity and discretion when dealing with people and information.

REQUIREMENTS FOR THE JOB

- Ability to work with Windows, MS Teams, Office 365 and databases.
- Be willing to attend performances out of office hours as necessary.
- Ability to work independently and as part of a team to develop and deliver content to meet campaign deadlines.
- The post holder will be expected to support our Mission, Vision and Values.
- An eye for design and knowledge of Adobe Photoshop or InDesign (or similar design software).

Beacon Arts Centre

Custom House Quay, Greenock PA15 1HJ
T. 01475723723 E. info@beaconartscentre.co.uk
www.beaconartscentre.co.uk



@thebeaconartsc



@thebeaconarts



@thebeaconarts



Beacon Arts Centre

SUMMARY



JOB TITLE

Digital Marketing Co-ordinator

RESPONSIBLE TO

Marketing Officer

CONTRACT

Part-time – fixed term until March 2022

SALARY

£22,000 pro rata (0.5 post)

HOW TO APPLY

APPLY TO

Tessa Calder,
Finance & HR Officer
recruitment@beaconartscentre.co.uk

ATTACHMENTS REQUIRED

- CV (2 sides A4 max)
- Covering letter (1 side A4 max)
- Name and contact details of 2 referees (referees will not be contacted prior to interview)
- Equal Opportunities Monitoring Form (digital form available on www.beaconartscentre.co.uk/work-with-us)

EMAIL SUBJECT HEADING

Digital Marketing Co-ordinator

APPLICATION DEADLINE

Thursday 21 October, 5pm

INTERVIEWS

Week commencing 25 October

SECOND INTERVIEWS

TBC

START DATE

As soon as possible

Should you have any access requirements or need any reasonable adjustments to be made in order to apply for this role, please contact recruitment@beaconartscentre.co.uk.

The Beacon is committed to access, diversity and representation, and we actively encourage applicants from different backgrounds and with different experiences in order to develop and strengthen the organisation, evolve our programmes, and better reflect the communities we serve.

Beacon Arts Centre

Custom House Quay, Greenock PA15 1HJ
T. 01475723723 E. info@beaconartscentre.co.uk
www.beaconartscentre.co.uk

