



## **Job application pack for** Digital Marketing Coordinator

Thank you for your interest in this vacancy. Please read through the pack and email your application to [mark.prest@portraitsofrecovery.org.uk](mailto:mark.prest@portraitsofrecovery.org.uk)

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### **How to Apply:**

- 1) A covering letter or statement outlining clearly how you meet the selection criteria in the job description and person specification below.
- 2) A current CV that includes the names and contact details of at least two referees, one of whom should be your current or most recent employer.
- 3) A completed Equality Monitoring Form

<b>Closing Date:</b>	Sunday 22nd November 2020 by 5pm
Notified of Interview:	Friday 11th December 2020
Planned Interview date:	Friday 18th December 2020
Planned Start Date Dependent on References:	January 2021

We are looking for a proactive and dedicated person with a passion for the arts to deliver engaging digital marketing communications, and who is comfortable working in a busy, creative environment.

PORe is committed to promoting equal opportunities and encourages applicants from all sections of the community.

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## **Job Description – Digital Marketing Coordinator**

### **Organisation Overview**

Portraits of Recovery (PORe) is a Manchester based visual arts, non-venue-based charity whose work investigates the relational intersectionality of contemporary art, substance use and recovery.

PORe does this through visual arts commissioning and through partnerships in the recovery, health, academic and community sectors, engaging with those in recovery and the wider public.

PORe was founded in 2011 on the resilience of lived experience and ambition by Mark Prest, himself a man in recovery. PORe's vision and purpose is for social and cultural change via contributions to an emergent cultural identity for the UK's recovery community. A parallel is how Queer, Black, LGBT+, Women and disability art movements have taken back control and re-invented themselves through their own cultural production. The central argument made within the co-authored book chapter by Mark Prest and Professor Ali Roy: Roy, A. & Prest, M. (2014). [Culture Change: Art, Addiction, and the Recovery Agenda](#). In: J. Reynolds and Z. Zontou, eds., *Addiction and Performance*. Cambridge: Cambridge Scholars Publishing.

Internationally unique - eight years of award-winning cultural production has fostered new, culturally competent approaches to recovery and established a new North West England arts and social movement. Under the proactive slogan RECOVERISM, as allied to the arts it supports the emancipatory reframing of addiction and recovery identities.

Recoverism looks at recovering people and their communities as social assets with newly collective, responsible ways of living, free from substance or self-harming and defeating behaviours.

Activism as art for social and cultural change seeks to introduce increased access to and participation in high quality arts. That embeds Recoverism and Recoverist ideology within wider society and the mainstream arts and culture.

PORe has been awarded funding from Arts Council England's Elevate program to undertake two years organisational development. This post is part of a new team created to support the Director in the delivery of K.I.S.S (keep it simple stupid), PORe's ambitious new development strategy.

### **Job Summary**

Reporting directly to Director Mark Prest and working as part of a new, small multidisciplinary team, the Digital marketing Coordinator (DMC) will play a key role in supporting the organisations strategic digital development and objectives for K.I.S.S. Crucial to the success of PORe and supporting all members of the team. The DMC will use their marketing, PR and digital communications skills and experience to help raise the profile of PORe, promote our programmes and activities, and to both sustain and develop our audiences.

We are looking for someone who enjoys challenges, and with plenty of ideas they can bring to the table. A resourceful self-starter who understands art, culture, and the creative industries. Someone adept at digital marketing and content creation, as well as broader marketing and communications with previous success of digital income generation initiatives such as online giving or crowdfunding campaigns.

### **Job Structure**

Hours per week:	Part time (1.5 days a week, 0.3 FTE)
Salary:	Pro rata per annum £6900 (Equivalent to £23,00)
Tenure:	In the first instance 20mth Self-Employed Fixed Term Contract with the option to extend as dependent on future funding
Reporting Line:	Reporting to the Director

*Please note that the role will be can be split over more than 1.5 regular days and due to COVID19 be both office and home based.*

### **Core Duties**

The core duty of the DMC is to support the Director in the development and delivery of new organisational digital and marketing strategies for PORe programmes and our Elevate project K.I.S.S. This role is critical to delivering a fully commissioned website, have in place new digital resources, develop and test digital income generation potential, develop a CRM GDPR compliant database, increase and streamline PORe's online presence across a range of social media messaging platforms and establish new offers including a Recoverist Membership Scheme for those in recovery. Marketing will be driven through online resources including an Art Media Contacts subscription complementing social media activity.

#### **Key Responsibilities to Include:**

- Support the Director in the delivery of K.I.S.S and PORe's Strategic Digital Development
- Support the Director in the development and delivery of a 5-year business plan
- Inform and develop PORe's digital communications and marketing planning, aims and objectives, delivering against related targets, working collaboratively with the Director, colleagues, and Trustees
- Develop strategies for marketing and promotion of PORe and our public facing programme areas, including special initiatives, working collaboratively with the Director, colleagues, and Trustees
- Be the 'brand guardian' for PORe's brand across all platforms ensuring consistency and quality, supporting colleagues' to do the same, working collaboratively with the Director and Trustees

- Support as appropriate the digital role in fundraising
- Work across PORE's team to ensure the programme is promoted through appropriate methods and delivering bespoke campaigns
- Work across PORE's team to deliver organisational marketing, in particular supporting fundraising development, communicating and promoting enterprise activities including developing and delivering bespoke campaigns, as well as brokering and managing sponsorship and relevant partnerships, including taking advantage of wider cultural / city-wide events
- Lead, produce, publish, and distribute content for all PORE's communications and marketing channels, digital and non-digital, with reference to PORE's website, online listings, social media, monthly e-newsletters, and listings
- Lead, maintain, develop, and make effective use of PORE's database
- Contribute to and work with GDPR and relevant PORE policy, supporting other colleagues to do the same
- Work collaboratively across PORE's team on archiving and documentation, including press documentation, specifically coordinating press documentation (including sharing with audiences onsite and online) photographic and film documentation of PORE's programme and activities
- Assist with the development of funding bids and returns to funding bodies

**PR and media relations:**

- Work proactively to develop regular press and media coverage for PORE – organisational, and across programme areas, including national, regional, and local media, cultural specialist, health specialist and non-specialist press
- Nurture and grow excellent press relationships, including with national, regional, and local media, cultural specialist, health specialist and non-specialist press
- Work with the Director and across PORE's team to produce press and media communications
- Lead the production and effective dissemination of press and media communications – releases, information, and images. Lead on follow up work to generate press and media interest, manage interview requests

- When applicable, with the Director, work with PR agencies / freelancers to lever maximum coverage and value
- Contribute to reporting, including but not limited to Board and funder reporting, and with reference to press and media data (qualitative and quantitative)

**Audience Development:**

- Work with the Director and colleagues to inform and develop PORE’s audience development aims and objectives, delivering against related targets, and supporting colleagues to do the same, in the process making use of tools such as Audience Agency’s Audience Spectrum
- To work alongside the Director and across PORE’s team to develop strategies and targets for marketing to maintain audiences as well as develop new audiences, on occasion through special projects and initiatives
- Lead on all PORE data capture, collation, and management (quantitative and qualitative), working with GDPR and relevant PORE policy with contribution from the wider PORE team
- Maximise opportunities for data capture across all areas of PORE’s activities and spaces (including digital), in the process encouraging sign-ups to PORE’s communications
- Lead on audience development including audience profiling and analysis, with reference to Audience Agency’s Audience Finder and PORE’s funder expectations, including in relation to data-sharing and data-sharing agreements
- Contribute to reporting, including but not limited to Board and funder reporting, and with reference to audience data (qualitative and quantitative)
- Coordinate and communicate events based promotional activities including but not limited to exhibition and other launches, occasional fundraising, and external events where applicable

**General**

- This job description is a representative document. Other reasonably similar duties may be allocated from time to time, commensurate with the general character of the post and its grading
- Maintain excellent standards with regards to all role-related financial and contracting activities, including managing budgets.

- All staff have a duty to take care of their own health and safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements
- The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and liable to change
- Understand and apply the principles of Equal Opportunities and Creative Diversity.
- Be a strong and effective advocate for PORe and all its activities, including developing and maintaining good internal and external relationships, including from time to time representing the organisation externally
- Liaise effectively with PORe key stakeholders, especially artists and those in recovery

### **Person Specification – Digital Marketing Officer**

#### **Experience**

- Experience of website development and management
- Experience of digital marketing techniques, analytics, and track record of delivering creative, story led social media
- Experience and knowledge of data protection

#### **Essentials**

- Educated to degree level or equivalent
- Strong literacy skills and overall excellent written and oral communication skills, confidence in communicating with a wide range of people
- Strong copywriting and proofreading skills, and experience in contributing to and coordinating press releases, press and media liaison
- Evidenced track record of developing and maintaining press and media contacts, attracting publicity
- Eye for design and experience of commissioning artwork / design, print
- Understanding of, and experience of, delivery of audience development and segmentation
- Computer literate and confident, especially in the use of social media platforms and content creation, marketing platforms such as Mailchimp, standard Microsoft Office applications, and content management systems such as WordPress
- Ability to handle a range of administrative duties and tasks
- Effective communicator in person, on the telephone and in writing, with excellent interpersonal skills, when working with colleagues and key stakeholders
- A motivated, well organised person able to work independently and proactively as part of a team, to achieve high standards and create positive impacts for the organisation

- Willingness to adhere to all organisational policies including but not limited to equal opportunities, health, and safety

**Desirable**

- A passion for art, culture / contemporary visual arts
- Resourcefulness, a creative approach to working with limited resources
- Knowledge and experience of working with marginalised groups
- Experience of informing and administering budgets
- Knowledge and awareness of relevant legislation such as Health and Safety
- Adobe Creative Suite: InDesign, Photoshop, and Illustrator
- Working knowledge of Premiere Pro or other video editing software