



| <b>JOB DESCRIPTION</b>       |                                                                                                 |
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| Job title                    | <b>Digital Marketing Officer</b>                                                                |
| Job description last updated | June 2024                                                                                       |
| Reporting to                 | Senior Marketing and Communications Manager                                                     |
| Direct reports               | N/A                                                                                             |
| Division/department          | Marketing and Communications                                                                    |
| Other key relationships      | Head of Programme Development, Consumer Credit;<br>Director of Strategic Development            |
| Starting salary              | £30,000                                                                                         |
| Location                     | Office (Somerset House, London) and remote working                                              |
| Hours                        | 35 hours per week, permanent contract<br>Job-share could be considered for the right candidates |

**Purpose of role:**

As a key member of the Marketing and Communications Team, you will play an active role in the co-ordination and delivery of Creative United's customer facing digital marketing and campaigns activity. This will include planning, producing, publishing and maintaining high quality content across all Creative United's online channels and websites as well as working to optimise distribution, develop audiences and ensure output is in line with the organisation's brand, mission, marketing and communications objectives and quality standards.

**Key objectives:**

- Develop relationships with members, partners, stakeholders and customer bases across Creative United's programmes to source high quality, engaging content
- Manage and curate all customer facing social media accounts and newsletters
- Work closely with the Marketing team, Business Development team and the Consumer Credit team to implement multi-channel marketing plans for Creative United's programmes, events and campaigns, aligning output and measuring success based on agreed objectives. Assist in the development of long-term campaign and strategy planning.

**Main responsibilities:**

- Be guardian of Creative United's social media output, ensuring that high quality, engaging, and inclusive content is regularly maintained across all platforms and brands
- Create and curate content in line with Creative United's values and aims, being responsive to the needs of the business
- Develop and maintain a customer-focussed content calendar, sourced from site visits and user generated materials
- Develop and maintain relationships with key stakeholders, partners, customers and members in order to source relevant and timely content
- Assist in the planning, sourcing and implementation of content for email newsletter campaigns across Creative United's programmes
- Develop and implement a targeted and intelligent advertising campaigns, both traditional and new media to help us reach those new audiences
- Assist in and contribute to the development of Creative United's social media strategy, including campaign development, content planning, enquiry handling, engagement analysis and advertising
- Expand our B2C audience to priority demographics and geographical areas and widen our reach to new platforms and new audiences in innovative and accessible ways
- Manage and build our database of marketing images and other digital assets
- Monitor, analyse and report metrics from our digital platforms
- Update and manage the Creative United website and sub-sites portfolio, as required.

**General responsibilities**

- To comply with all company policies and procedures including those relating to the secure collection, management and use of personal data
- To regularly attend and contribute positively to team meetings, as and when required
- To undertake any other tasks that might reasonably be required to support the effective management, growth and development of the business as a whole

**Key attributes/person specification**

- Awareness of access and diversity issues, and a commitment to inclusiveness and anti-racism
- Demonstrable experience of using social media and other digital marketing channels in a professional capacity

- An interest and knowledge of the visual art and/or music industries, as well as the broader cultural sector
- Organised, self-motivated, with the ability to work across a range of projects and events
- Ability to manage multiple priorities and to meet deadlines
- Excellent communication and stakeholder management skills
- Excellent IT skills, with experience of using creative software packages such as Adobe Creative Cloud, Canva
- Be fastidious about accuracy, with a good eye for detail
- Ability to write confidently and fluently, and adapt your content to suit house style, audience and channel
- Be able to adapt to a changing landscape, overcome challenges and remain focused on the aims and objectives of Creative United.

### **Organisation Values**

Creative United looks to all its team members demonstrate how they uphold the organisations values in their work. Creative United's values are:

#### **Integrity**

- All members of the team carry out their responsibilities in an open, honest and transparent way and also expect other members of to uphold this value in their dealings with each other.

#### **Creativity**

- We think creatively as a team and to create an environment where individuals have confidence to put new ideas forward to address challenges and move the business forward.

#### **Entrepreneurial Thinking**

- We are a dynamic, evolving organisation that works both within not-for-profit and commercial sectors and our workforce reflects this in their drive to bring new products and services to market that deliver both social and financial returns.

#### **Inclusivity**

- We believe that everyone should have the ability to engage with arts and creativity. Our team is therefore approachable, accommodating and understanding of the needs and circumstances of others and treat all customers, colleagues and stakeholders with respect.

#### **Innovation**

- The organisation does not stand still and neither do our team. Everyone at Creative United is always on the look for new ways of working and opportunities to make what we do bigger and better.

**Accountability**

- Everyone at Creative United has ownership over what they do and is accountable for both the successes and learning opportunities from their work. We also expect that everyone will celebrate and support the achievements of their colleagues.

**Experience**

| Essential                                                                                                                                       | Desirable                                                                                                                                                                                                                                                                                            |
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| Demonstrable experience in managing a social media portfolio across a range of platforms                                                        | In depth knowledge of one or more of the following specialist areas: <ul style="list-style-type: none"> <li>• Music learning and participation</li> <li>• Contemporary visual arts and craft</li> <li>• Creative Industries</li> <li>• Disability access in the arts and creative sectors</li> </ul> |
| An up-to-date knowledge of the practicalities and intricacies of advertising and sponsored posting on digital platforms, particularly Instagram | Experience of working in both B2C and B2B environments                                                                                                                                                                                                                                               |
| Proven experience in content creation including blogs, video and other visual mediums                                                           | Experience in negotiating value in deals and contract terms                                                                                                                                                                                                                                          |
| Experience of using online analytics data and other tools to assess performance against Key Performance Indicators and sales targets.           | Experience of broader digital marketing including display advertising, content marketing, PPC and SEO.                                                                                                                                                                                               |
| Strong verbal and written communications, attention to detail, and ability to manage multiple priorities.                                       |                                                                                                                                                                                                                                                                                                      |
| Experience of successful stakeholder management and influencing skills with demonstrable positive outcomes.                                     |                                                                                                                                                                                                                                                                                                      |



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| Experience of using Canva, Illustrator, Photoshop or other design software to create content for publication |  |
| Experience of using Microsoft Office software in a professional capacity                                     |  |