



Dear Applicant

Post of Marketing Officer

Thank you for your interest in the above post. Please find on the following pages:

1. Further information about this post
2. A job description and person specification
3. An equal opportunities monitoring form

How to apply

- Write a letter of introduction
- Attach a CV and provide details of two referees:
- Complete and enclose the equal opportunities monitoring form

Submissions must be received by 5.00pm on 18 May 2018 and can be emailed to: recruitment@beaconartscentre.co.uk

Many thanks and we look forward to hearing from you.

Yours faithfully

A handwritten signature in black ink, appearing to read "Sean Paul O'Hare".

Sean Paul O'Hare
Chief Executive

Beacon Arts Centre
Custom House Quay
Greenock
PA15 1HJ
01475 723723

info@beaconartscentre.co.uk
www.beaconartscentre.co.uk

Greenock Arts Guild Limited trading as The Beacon. Registered in Scotland
Company No. SC024805 Registered Scottish Charity No. SC003030

Marketing Officer at Beacon Arts Centre.

Background

Beacon Arts Centre opened in January 2013 and is one of the finest new arts venues in Scotland.

We are situated at Custom House Quay in Greenock and overlook the River Clyde with views towards the hills of Argyll and Dunbartonshire. Beacon Arts Centre has two performance spaces, together with our Bar & Kitchen and three upstairs Gallery Suites which can be extended to provide a function suite for up to 170 guests.

Beacon Arts Centre runs a busy and varied programme of productions and events throughout the year. Our Theatre has one of the largest stage to audience ratios in Scotland and can accommodate 500 patrons over three levels. Our studio can seat 128 people and is an adaptable black box space which can be used end stage, in the round, cabaret etc.

Beacon Arts Centre is a significant new addition to the Scottish theatre and arts scene and is a venue of choice for touring productions, including the National Theatre of Scotland, as well as being a vibrant hub for the local community theatre groups.

Beacon Arts Centre is supported by



Inverclyde
council

Beacon Arts Centre

Job Description

POST	Marketing Officer
HOURS	37.5 per week
SALARY	£25,000 per annum
REPORTS TO:	Chief Executive Officer
DATE:	May 2018

JOB PURPOSE:

This post is responsible for the planning, coordination and management of marketing, communications, audience development and customer services including Box Office.

The post holder is responsible for delivering measurable marketing campaigns on time, within budget and to a consistently high quality.

Internally, communication drives and underpins staff performance, creates a sense of ownership and builds morale. Externally, the Company's brand and reputation is managed and developed through consistent and well thought through communication.

The marketing, audience development and sales function supports the Beacon's cultural programme, creative learning and catering activity and the role of Marketing Officer is to ensure that a detailed understanding of audiences and market opportunities feeds directly into programming and planning decisions.

The post holder will work with national agencies, producers, artists, venues, promoters and festivals to market a high quality cultural programme that serves local, regional and national audiences achieved through a developed network to position the Beacon and Inverclyde as a vibrant cultural destination.

KEY DUTIES:

A. General Marketing & Publicity (including Press & PR)

- Liaise with representatives of artists in the performance programme to

source appropriate marketing materials and arrange publicity opportunities.

- Manage requests for and effectively distribute print and display materials.
- Develop and extend Beacon Arts Centre's relationship with the press and media.
- Write and distribute press releases to all media.
- Work with the appointed designer to publish three editions of the Beacon Arts Centre brochure per year, along with other printed marketing materials as required.
- Secure appropriate advertising for the brochures and develop long-term relationships with advertisers.
- Book advertising for the events programme in relevant media
- Work closely with the CEO, Director of Operations and Business Development and Creative Learning team to develop a strong and consistent style for the Beacon Arts Centre brand across all relevant media.
- Support, supervise and train volunteers to assist with a range of marketing duties.
- Maintain comprehensive records, photo library and press archive.
- Work with partner venues on joint marketing operations.
- Work closely with the CEO, Director of Operations and Business Development and Finance Officer to develop and monitor the annual marketing budget.
- Work closely with the Creative Learning team to maximise publicity learning and outreach projects.
- Work closely with the CEO and Customer Service Supervisor to monitor audience profiles and develop strategies to respond to audience data.

B. Website, online marketing and social media

- Maintain the content of the Beacon Arts Centre website and maximise traffic to the site
- Further develop Beacon Arts Centre's social media strategy and extend it to new platforms
- Maintain overall and specialist e-mail databases and use them to communicate effectively by means of e-flyers and emails.

C. Beacon Arts Centre and Inverclyde festival events

- Oversee and deliver comprehensive marketing campaigns to deliver the widest possible audience for BAC's festival events
- Work with the appointed designer to publish brochures and printed materials for Festival events

D. General

- Attend staff meetings, partnership meetings and training events as required.
- Prepare marketing reports and updates for the Board and attend meetings where required.
- Adhere to **Health and Safety** obligations in line with Beacon Arts Centre policy and procedures and participate in regular training including but not limited to fire evacuation
- Duty manages occasional evening and weekend events and deal with box office sales and enquiries as required.
- The post holder will at all times be required to carry out her/his duties with due regard to Beacon Arts Centre Core aims, objectives and policies.

OTHER DUTIES:

- Engage in all aspects of safe and efficient working practices in line with Health and Safety at Work legislation and the company's health and safety policy
- Carry out any other duties that may be requested by the line manager

Person Specification

Criteria	Essential	Desirable	Evidence
Education & Qualifications	HND, Degree or equivalent qualification in a relevant subject or 5 years relevant experience		Application Certificates
Work Experience & Training	Demonstrable marketing experience	Previous experience in an arts marketing role	Application Certificates
	Knowledge of ITC as it applies to ticketing systems, CRM, website operating platforms and social media	Design IT skills, particularly Adobe InDesign and/or Illustrator	
Skills, Knowledge & Competencies	Excellent IT skills, particularly in MS Office and Adobe Photoshop		Application References Interview
	Knowledge of relevant statutory and compliance matters e.g. ICO		
	Good people management skills		

	and good team working		
	Demonstrable success in using social media as a marketing tool	Knowledge of and existing contacts in Inverclyde media	
	Enthusiasm for and knowledge of a wide range of art forms		
	Impeccable organisational and administrative skills		
	Ability to prioritise workload and time manage to multiple deadlines and remain calm in periods of hectic activity		
	Excellent written skills and an acute eye for design		
	Personable and confident communicator	Current driving licence (unless prevented from holding a licence by disability)	
	Flexible and ready to contribute to other jobs as required		

Employment Term: This is a permanent position following a satisfactory six month probationary period

Salary: £25,000

Hours of Work: 37.5 hours

Submission by 5pm on 18 May 2018



Equal Opportunities Monitoring Form

The Beacon is committed to creating an inclusive environment and ensuring that its services and opportunities are accessible to everyone regardless of race, gender, ability, religion, sexual orientation or age. The information you give on this form will help us monitor and comply with our policy of ensuring equality.

This monitoring form is for statistical purposes only and will be separated from your job application and destroyed once the data has been collated.

What is your gender?

Male	
Female	
Other	
Prefer not to say	

What is your age?

16-24 years	
25-44 years	
45-65 years	
65+ years	
Prefer not to say	

What is your sexual orientation?

Heterosexual / Straight	
Gay / Lesbian	
Bisexual	
Other	
Prefer not to say	

Do you consider yourself to have an impairment, health condition or additional support need?

Non-disabled	
Visual Impairment	
Hearing impairment/Deaf	
Physical disabilities	
Cognitive or learning disabilities	
Mental health condition	
Other long term/chronic conditions	
Other	
Prefer not to say	

What is your Ethnic group?

White Scottish/White British	
Irish	
Gypsy/Traveller	
Polish	
White Other, please specify:	
Asian/Asian Scottish/Asian British	
Chinese/Chinese Scottish/Chinese British	
African/African Scottish/African British	
Caribbean/Caribbean Scottish/Caribbean British	
Black/Black Scottish/Black British	
Arab/Arab Scottish/Arab British	
Mixed or Multiple Ethnic Groups, please specify:	
Other, please specify:	
Prefer not to say	

What is your religion or belief?

No religion	
Christian	
Buddhist	
Hindu	
Jewish	
Muslim	
Sikh	
Other religion	
Prefer not to say	

Where did you hear about this vacancy?

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