



JOB DESCRIPTION & PERSON SPECIFICATION

Marketing Officer – part time

The Old Fire Station is a centre for creativity in Oxford housing two organisations: the homelessness charity Crisis and Arts at the Old Fire Station (AOFS). We share our building.

AOFS encourages people from all backgrounds to understand and shape the world in which we live through stories, creativity and the arts, and by connecting with others.

ART IS FOR EVERYONE. EVERYONE HAS POTENTIAL.

At AOFS, we

- produce and present across art forms
- help people to be creative
- support artists
- include people facing tough times because of disadvantage
- work with communities across Oxford

In everything we do, we consider

- facing the climate emergency
- unlearning discrimination
- being human friendly
- experimenting and listening
- building financial resilience

We do this by

- good quality relationships
- listening and learning
- encouraging creativity and risk-taking
- offering a public space which is welcoming to all
- working collaboratively online, outside and elsewhere

Essential to delivering our shared mission is the participation of Crisis members (homeless people using Crisis' services) in our work.

Organisational Relationship and Accountability

Line managed by: Marketing & Programming Manager

Works closely with: Marketing & Programming Manager, Exhibitions & Workshops Manager, Director and other colleagues in Arts at the Old Fire Station and Crisis.

Salary - £13,200 for three days a week (£22,000 fte) Budget Responsibility: None

Main duties and responsibilities

Key purpose

To carry out administrative tasks for the company under the direction of the Marketing & Programming Manager and occasionally for the Exhibitions & Workshops Manager.

- Lead on gathering all relevant information, copy and images for the What's On (our season guide) including proof-reading.
- Listing all shows, exhibitions & workshops on events websites e.g. Daily Info, Oxford Mail.
- Be responsible for social media for the organisation, communicating the performing & visual arts programmes, plus organisational activity e.g. projects
- Be responsible for the planning and delivery of Mailchimp campaigns
- To undertake direct marketing for shows, exhibitions and workshops e.g. by contacting specific interest groups
- Be responsible for keeping print displays in the building up-to-date
- To lead on press communications around the visual arts and performance programmes
- Assist with designing marketing materials for the organisation
- To undertake any website updates as required
- To assist the bookings team with the promotion of spaces for private hire
- Data collection and processing of audience feedback for reports

What we are looking for

Essential – If you have all of these, please apply.

- Interest in the arts
- Interest in the mission of Arts at the Old Fire Station
- Experience in arts marketing
- Working knowledge of Microsoft Office (especially Word and Excel)
- Working knowledge of social media
- Excellent customer service skills, and a commitment to customer care
- Excellent organisational skills with an eye for detail
- The ability to work to strict deadlines
- The ability to work under pressure, take instruction from multiple sources, prioritise and use initiative
- Excellent communication skills (verbal and written)
- Willingness to undertake training
- Energy and enthusiasm to be part of a small, hard-working team.

Desirable – if you don't have all (or any) of these, don't worry. We can teach you.

- Working knowledge of Adobe InDesign and/or Photoshop or Affinity Publisher
- Working knowledge of Mailchimp
- Working knowledge of Canva
- A variety of data systems experience
- Experience at improving organisational systems
- Experience in working alongside vulnerable people

General

- As an equal opportunity employer, we recognise the diversity shortcomings of our industry and are committed to driving change and supporting employees to provide an inclusive workplace.
- We expect staff to have a commitment to unlearning discrimination in order to become a more inclusive organisation
- We recognise the major impact that climate change is having on our world. We work as an organisation and with partners in the city towards a low-carbon sustainable Oxford. All staff are expected to share this responsibility and support this work.
- All staff are expected to be able to support and supervise volunteers and trainees on placements, including Crisis members as part of our Training Scheme
- The Old Fire Station requires an open, creative and flexible approach to the work. This job description is a guide to the nature of the work required. It is not fully comprehensive or restrictive. This job description will be reviewed with the post holder annually.
- The post-holder will be expected to carry out the duties of this post in line with the Old Fire Station's policies and procedures and in line with all relevant insurance, legal, health and safety obligations.
- The post holder will have input into artistic and business planning and strategies, as part of an inclusive practice,
- We are a small team, and all staff are expected to support work across the organisation in a practical way, not just in their own area.

Conditions of service

- 22.5 hours per week (Mon-Fri)

- The post is subject to a six-month probationary period.
- There is an annual leave allowance of 25 days (pro rata) plus Bank Holidays, some days need to be taken at specified times during the year.
- Additional work-related travel expenses (not including travel to and from the office) will be payable in line with the relevant conditions and rates agreed.

Application Deadline is: 9am, Monday 20 September 2021

Interviews: w/c 27 September 2021

Please e-mail recruitment@oldfirestation.org.uk with a covering letter and a CV and the equal opportunities monitoring form

How To Apply:

Please e-mail recruitment@oldfirestation.org.uk with a covering letter and a CV. Please also take time to fill in the demographics monitoring form.

If possible please submit your covering letter and C.V. in Word format to help us with our blind recruitment process.

We are keen to learn more about the barriers to inclusion and it would be really helpful if you could fill in the demographics monitoring form on the website. This is anonymous and is for us to assess how well we are doing in terms of attracting applications from people who experience discrimination (ie. Rascism, disability or class among others)

Have some questions?

Feel free to email alexandra.coke@oldfirestation.org.uk

What to include in your covering letter:

Here are some questions that might help you with your covering letter:

- Let us know what attracted you to the job. Was it the organisation, or the role itself or some combination of factors?
- Let us know how your interests, knowledge and skills match the job description and person specification
- If you have been on a course, had some formal education or training that you think is relevant to the post, let us know about it.
- Your CV will cover your work and/or voluntary experience, but it can be helpful in the covering letter to show how you think these experiences would be useful in this role.

If you are invited to interview you will be asked for the following information at this stage:

Two references

Details of any convictions of a criminal offence other than a spent conviction

How we can help you to feel comfortable at interview (for example do you need level entry to the interview room, prefer a particular pronoun).