

APPLES AND SNAKES

Hello!

Thanks for your interest in the post of **Marketing Officer**. Please find enclosed:

- A job description
- A person specification
- An equality monitoring form

Your application should be via CV and supporting letter detailing your experience and skills and how you meet the person specification. Shortlisting will be carried out based only on the information you give us, so it is in your interest to demonstrate how your experience, knowledge and skills match the requirements of the job.

Applications should be emailed to: recruitment@applesandsnakes.org clearly marked with the post you are applying for.

Deadline for applications: Friday 3 April

Interview 1: Thursday 16 April

Interview 2: week commencing Monday 20 April

You can find out more about Apples and Snakes on www.applesandsnakes.org

If you have any further questions, please feel free to contact us via info@applesandsnakes.org

We look forward to receiving your application.

With best wishes,

Rob Lynden
Interim Head of Administration and Operations

APPLES AND SNAKES

Introduction

Apples and Snakes is England's leading organisation for poetry and spoken word, with an international reputation for producing engaging and transformative work. Since 1982, the organisation has advocated for artistic and social change through the power of the spoken word, working with artists including Billy Bragg, Jenny Eclair, Phil Jupitus and Jackie Kay. And more recently, Caleb Femi, Roger Robinson, Yomi Sode, Lemn Sissay, Francesca Beard, Malika Booker, Zena Edwards, Inua Ellams, Kate Tempest, Charlie Dark and Polarbear.

Apples and Snakes is funded by Arts Council England, as a National Portfolio Organisation and raises additional income through ticket sales, fees, grants, individual giving and sponsorship. We are a registered charity with an annual turnover of between £600,000 - £750,000.

Role Summary

The Marketing Officer is responsible for planning, implementing and monitoring marketing campaigns that build and maintain audiences and stakeholder support for Apples and Snakes. The post-holder will work closely with the Head of Administration and Operations and the Digital & Marketing Officer to promote and improve the company's reputation and national standing.

Working across the company's programmes you will play a key role in maintaining and developing our online presence and digital marketing including the website, email, social media, online advertising and other marketing initiatives.

You will also work closely with the Development & Partnerships Manager to generate income from a broad range of fundraising activities with a particular emphasis on Trusts and Foundations.

Following the development of an ambitious new artistic vision and strategy, Apples and Snakes is embarking on an exciting new programme of activity from Autumn 2020. This position will play a critical role in business growth through brand development, audience growth, and the diversification of income streams.

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MARKETING OFFICER – Job Description March 2020

Responsible to: Artistic Director/CEO and Head of Administration and Operations

Responsible for: Freelance photographers, videographers, volunteers employed on a project by project basis.

PURPOSE OF THE POST

Following the development of an ambitious new artistic vision and strategy, Apples and Snakes is embarking on an exciting new programme of activity. The Marketing Officer will be responsible for implementing and monitoring marketing campaigns that build and maintain audiences and stakeholder support for Apples and Snakes.

The post-holder will work closely with the Head of Administration and Operations and the Digital & Marketing Officer to promote and improve the company's reputation and national standing.

You will also work closely with the Development & Partnerships Manager to generate income from a broad range of fundraising activities.

The nature of the post will require some travel across the UK and some evening working, for which time off in-lieu (TOIL) can be taken.

Main Duties and Responsibilities

- To produce marketing collateral for events and projects
- To devise and implement marketing and audience development campaigns for events and projects
- In conjunction with the Digital & Marketing Officer to update and maintain the website
- To maintain an up-to-date mailing list
- To create and dispatch regular e-newsletters to Apples and Snakes mailing lists
- To support the Digital & Marketing Officer to create, schedule and deliver social media content across all Apples and Snakes' platforms in line with the Company's digital strategy and objectives
- To work alongside the Digital & Marketing Officer and Administrator to develop and promote filmed content e.g. Blackbox or other new digital initiatives as required.
- To monitor internal data capture processes to ensure all events are updated as required
- To support the Development & Partnerships Manager to generate income from a broad range of fundraising activities with particular emphasis on Trusts and Foundations
- To deputise for the Digital & Marketing Officer as required

Marketing and Communications:

- To devise, lead on and deliver marketing campaigns across all marketing channels, ensuring the delivery of distinctive, engaging and integrated on-brand campaigns
- To work collaboratively on the evolution and implementation of an audience development strategy aimed at engaging new audiences and building the market share of target audiences
- To work collaboratively with the Head of Administration and Operations and Digital & Marketing Officer and wider team where appropriate, to plan and implement a multi-platform marketing and communications strategy
- Evaluate the performance of activity against key performance indicators
- To ensure that audience targets for events and projects are met
- Oversee all audience research where appropriate working with external agencies & SSO's
- Work collaboratively with the Head of Administration and Operations to develop a strong data culture across the organisation
- Work collaboratively with the Head of Administration and Operations to source, implement and maintain a suitable CRM database for marketing and communications, development activities, and reporting
- Keep up to date with trends for marketing and digital platforms
- To plan and deliver our Impacts and Insights and Audience Finder development and evaluation activity

Press

- Act as principal point of contact for external PR companies and keep staff informed of press activity and media coverage.
- Develop relationships with press contacts, where appropriate, in order to gain media coverage
- Collate and record media activity (TV, radio, print press) on Apples and Snakes' work and other relevant or arts events
- Work with PR companies and the Head of Administration and Operations to research and write press releases, arrange media interviews and coordinate press promotional activity as required.

General Duties

- Respond to enquiries as necessary
- Attend events as required
- Contribute to the process of continuous evaluation of the organisation's effectiveness in meeting its aims and objectives
- Build and maintain an awareness of the performance poetry scene and advocate for the work
- Represent Apples and Snakes in the wider arts and cultural sector
- Attend staff meetings as required
- Undertake any training or appropriate professional development considered necessary
- Comply in all area of work in line with Apples and Snakes' Equality and Diversity Policy, Health & Safety Policy and other policies mandated by the Trustees
- Carry out such duties as may be required by the Head of Administration and Operations
- Promote, participate in and contribute in all reasonable ways to the overall aims and objectives of Apples and Snakes.

Salary: £27k pro rata to 0.6 FTE equivalent to 21 hours ideally worked over 3 days per week.

Based at The Albany, Douglas Way, Deptford, London SE8 4AG

Core office hours: Monday to Friday 10am-6pm

Contract: Permanent, part-time appointment for 21 hours per week (exclusive of breaks)

Flexible working hours considered. The post will require being in the office on a weekly basis, but we are open to remote working.

30 days annual leave plus bank holidays pro-rata: 0.6 FTE equating to 18 days annual leave plus a proportional allocation of bank holidays.

The nature of the post will require some evening working, for which time off in-lieu (TOIL) can be taken. As a national organisation, the postholder will be required occasionally to travel across the country.

Apples and Snakes provide a statutory work-based pension scheme. All eligible employees are automatically enrolled in the pension after the first three months of employment and further information and the scheme will be provided at that time.

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Apples and Snakes Marketing Officer - Person Specification

Area	Requirements	E	D
Experience and Knowledge			
	At least 2 years track record in a similar marketing role and of planning and implementing successful marketing and communications campaigns	✓	
	Understanding of fundraising from trusts, foundations or statutory funders		✓
	Understanding and experience of audience development	✓	
	An ability to develop and maintain relationships with key stakeholders	✓	
	An understanding of press and PR	✓	
	Knowledge of poetry and spoken word sector		✓
	Experience of using WordPress or similar website platform	✓	
Skills			
	Good working knowledge of digital and social media platforms	✓	
	Excellent verbal and presentation/communication skills	✓	
	Excellent writing and proofing skills and attention to detail	✓	
	Exceptional organisational skills, including strong time management	✓	
	Ability to organise own workload, prioritise work and meet deadlines	✓	
	Excellent problem analysis and solving skills	✓	
	An ability to multi-task	✓	
	Creativity and a strong sense of visual aesthetic	✓	
	Practical experience of print production process including briefing designers/printers etc.		✓
	Excellent IT skills		✓
	Knowledge of design software including Adobe suite: Photoshop and Premier-Pro		✓
	Knowledge of CRM's/database management	✓	
	Ability to devise new ways to market our services to new and existing customers	✓	
General			
	Ability to manage a demanding workload and multiple priorities to deadline	✓	
	Ability to think strategically	✓	
	A proactive approach to work with a strong sense of initiative	✓	
Personal			
	Proven ability to collaborate within a team	✓	
	Reliable and trustworthy with an ability to keep matters confidential	✓	
	Patience, tact and diplomacy	✓	
	Calm and professional	✓	

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EQUALITY MONITORING

Apples & Snakes is committed to equality of opportunity for all job applicants and employees. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity. We need your help and co-operation to enable us to do this but filling in this form is voluntary. Please answer the questions below and return this form with your application. The information you provide will stay confidential, be stored securely and used solely for monitoring purposes and will not inform the selection process in accordance with the Data Protection Act 1998.

Gender

Male Female Non-binary Prefer not to say

If you prefer to use your own term, please specify here _____

Age

16-24yrs 25-29yrs 30-34yrs 35-39yrs

40-44yrs 45-49yrs 50-54yrs 55-59yrs

60-64yrs 65+yrs Prefer not to say

Ethnicity Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box.

Asian/Asian British

Indian Pakistani Bangladeshi Chinese

Japanese Prefer not to say

Any other Asian background, please write in: _____

Black/ African/ Caribbean/ Black British

African Caribbean Prefer not to say

Any other Black/African/Caribbean background, please write in: _____

Mixed/multiple ethnic groups

White and Black Caribbean White and Black African
White and Asian Prefer not to say

Any other mixed background, please write in: _____

Other ethnic group

Arab Prefer not to say

Any other ethnic group, please write in: _____

White

English Welsh Scottish Northern Irish

Irish British Gypsy or Irish Traveller Prefer not to say

Any other white background, please write in:

Disability

Do you consider yourself to have a disability or health condition?

Yes No Prefer not to say

What is the effect or impact of your disability or health condition on your ability to give your best at work?

Please write in here: _____

The information in this form is for monitoring purposes only. If you believe you need a 'reasonable adjustment', then please discuss this with your manager, or the manager running the recruitment process if you are a job applicant.

Sexual Orientation

Heterosexual Gay woman/lesbian Gay man Bisexual

Prefer not to say

If you prefer to use your own term, please specify here: _____

Religion / Beliefs

No religion or belief Buddhist Christian Hindu

Jewish Muslim Sikh Prefer not to say

If other religion or belief, please write in: _____

Do you have caring responsibilities? If yes, please tick all that apply

None Primary carer of a child/children (under 18)

Primary carer of disabled child/children Primary carer of disabled adult (18 and over)

Primary carer of older person Prefer not to say

Secondary carer (another person carries out the main caring role)