

APPLES AND SNAKES

Hello!

Thanks for your interest in the post of Digital and 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: Monday 2 November

Interview 1: Wednesday 11 November

Interview 2: Wednesday 18 November

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
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 Digital and Marketing Officer is responsible for social media campaigns and for implementing and monitoring the Digital Strategy to promote the company and to build and maintain online audiences and stakeholder support. The Digital & Marketing Officer also has joint responsibility for marketing campaigns, in conjunction with the Marketing Officer.

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.

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

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.

APPLES AND SNAKES

Digital & Marketing Officer – Job Description October 2020

Responsible to: Artistic Director/CEO & 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. An increased digital presence is a significant element of this programme and the post holder will play a key part in this development.

The Digital & Marketing Officer is responsible for social media campaigns and for implementing and monitoring the Digital Strategy to promote the company and to build and maintain online audiences and stakeholder support. The Digital & Marketing Officer also has joint responsibility for marketing campaigns, in conjunction with the Marketing Officer.

The post-holder will work closely with the Head of Administration and Operations, the Marketing Officer and the Development and Partnerships Manager

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

MAIN DUTIES AND RESPONSIBILITIES

Digital Media

- Contribute to the development and monitoring of the company's digital strategy and action plan, including website development, e-marketing and social media channels
- To take responsibility for the creation of digital content (video, audio, blog and copy) in line with the digital strategy and objectives
- In conjunction with the Marketing Officer, to update and maintain the website
- To support the Marketing Officer to create and dispatch the regular Apples and Snakes newsletters
- To work collaboratively with the Marketing Officer to maintain an up-to-date mailing list
- In conversation with the Artistic Director/CEO, to commission and schedule regular blog content

- To plan and schedule social media content across all Apples and Snakes platforms
- To identify key digital channels and influencers, and to develop these relationships to reach target audiences via relevant digital content
- To evaluate the impact of digital campaigns and platforms using analytics tools, collecting statistics to monitor and review performance on social media platforms (YouTube, Facebook, Instagram etc.) in relation to objectives
- To work collaboratively with the Head of Administration and Operations to develop a strong data culture across the organisation
- To create reports for board and funders as required

Marketing & Audience Development

- To contribute to the planning of marketing and audience development campaigns for events and projects
- To deliver marketing and audience development campaigns in collaboration with the Marketing Officer
- To work alongside the Marketing Officer and Administrator to develop and promote filmed content e.g. Blackbox or other new digital initiatives as required.
- To deputise for the Marketing Officer as required
- To keep abreast of trends for marketing and digital platforms
- To keep abreast of, and actively engage with, developments within the sector
- To ensure that brand guidelines and visual identity is upheld through all company communications

GENERAL DUTIES

- Respond to enquiries as necessary
- To help to maintain well organised administrative systems
- Advocate for and build awareness of the spoken word poetry artform
- Attend national events and assist in supporting the producers in their delivery and management as and when appropriate and reasonable
- Contribute to the process of continuous evaluation of the organisation's effectiveness in meeting its aims and objectives
- Maintain an awareness of the performance poetry scene nationally
- 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 the Apples and Snakes' Equal Opportunities Policy and other policies mandated by the Trustees
- Carry out such duties as may be required by the Artistic Director/CEO or Head of Administration and Operations
- Promote, participate in and contribute in all reasonable ways to the overall aims and objectives of Apples and Snakes.

APPLES AND SNAKES

Digital and 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	✓	
	Experience of creating effective digital content inc. video, audio, blog, copy	✓	
	Experience of planning, scheduling and evaluating social media content across a range of platforms		
	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. including current trends	✓	
	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	✓	

APPLES AND SNAKES

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)