



## **JOB DESCRIPTION**

### **Marketing & Development Coordinator**

Full time: 35 hours (open to job shares and part-time working)

Salary: £23,000 to £25,000 per annum (subject to experience)

Location: Hybrid, home-working and in-person in Leeds city-centre

**Reports to:** Head of Programme & Engagement

**Staff Managed:** No line management, coordinates freelancers and contractors

## **JOB PURPOSE**

The Marketing & Development Coordinator supports Yorkshire Contemporary in delivering marketing and communication activities and also providing administration support for fundraising applications and reporting.

Key Tasks and Responsibilities:

Marketing Support:

- Assist in the planning and execution of marketing and communication campaigns for exhibitions, engagement and outreach and events.
- Ensure content across the website and marketing channels and media is high quality, responsive, and relevant.
- Monitor engagement metrics and contribute to marketing reports to evaluate the success of marketing activities.
- Create effective and engaging copy and content for a variety of purposes including online and in print.

Fundraising Support:

- Support in the preparation of fundraising applications, including drafting narratives and compiling necessary documents.
- Help create grant reports and other documentation required by funders.

## Digital:

- Post regular content on Yorkshire Contemporary's social media channels, gathering content and updates in collaboration with the wider team.
- Administer online ticketing systems for events.
- Book and liaise with photographers and videographers for the production of social media content and digital assets.
- Update Yorkshire Contemporary's website, adding new event pages, Journal posts, job and opportunity listings and ad hoc updates to other content to keep the site up to date.
- Create regular newsletter updates using Mailchimp.
- Gather analytics and evaluation to improve and design future campaigns and create reports on digital activity for internal and external use.
- Manage and respond to audience inquiries across all social media channels.

## Audience Development & Community Outreach:

- Support in promoting Yorkshire Contemporary's exhibitions, events and engagement programmes for local communities.
- Identify opportunities for targeted community marketing and collaborative approaches to reach new audiences.
- Keep informed of current trends and professional developments in communications and the arts industry.

## Design, Print and Signage:

- Assist in creating in-house print materials and signage.
- Coordinate freelance design contractors.
- Contribute to the production of exhibition and gallery signage.

## Press:

- Support media visits and filming sessions.
- Update free and paid listings websites and publications.
- Research major arts events and cultural news to maximise opportunities for coverage.

## General Responsibilities:

- Monitor and help respond to public enquiries on behalf of the organisation.
- Take responsibility for own administration and implement appropriate processes and procedures to achieve agreed objectives.
- Monitor and help respond to public enquiries on behalf of the organisationAttend staff meetings and off-site meetings as required.
- Take responsibility for own administration and implement appropriate processes and procedures to achieve agreed objective.
- Attend team and other meetings as required.
- Monitor and help respond to public enquiries on behalf of the organisation.
- Ensure compliance with organisational policies and procedures.
- Participate in team activities and training.
- Undertake other duties as may be required to ensure the smooth running of Yorkshire Contemporary

## PERSON SPECIFICATION

### Essential:

- Excellent communication, planning, and organisational skills with excellent attention to detail.
- Excellent written and verbal communication skills.
- Highly-organised self-starter with the ability to manage a varied workload and work to tight deadlines.
- Demonstrable time management skills, able to manage multiple priorities and deadlines.
- Initiative to deal with complex situations and create solutions.
- Strong IT and administrative skills

### Desirable:

- A marketing-related qualification.
- Experience using Adobe Creative Suite, Wordpress, Mailchimp & Google Analytics.
- Experience in supporting the delivery of successful marketing campaigns, including digital marketing experience.
- Experience of marketing or fundraising for a creative or social charity
- Interest in contemporary visual art