



Job Description

Marketing Manager

Role: Marketing Manager

Salary: £25,000 - £29,000 per annum

Contract Terms: Full-Time, 2 Year fixed term, with possibility of extension

Probation Period: 3 months

Notice Period: 1 Month

Managed by: General Manager

Based in Scarborough with regular travel nationally

The **Marketing Manager** will work with and support the Director, General Manager, Programme Producer and freelance Curators. They will be responsible for the identity, public presentation and representation of Invisible Dust, driving all marketing and communications activity to attract audiences for both the commissions programme and the learning and participation programme. The role takes responsibility for the creation and delivery of effective marketing strategies across print, broadcast and digital media.

The Marketing Manager will work closely with our team and partners to engage new audiences in all aspects of our work; growing and expanding Invisible Dust's audience locally, regionally and internationally and ensuring the company's message and brand is strong, clear and consistent.



About Invisible Dust

Invisible Dust works with leading artists and scientists to produce unique and exciting works of contemporary art exploring new scientific ideas about our environment and climate change.

We make the Invisible Visible.

Founded in 2009 by Director and Curator Alice Sharp, Invisible Dust is an award winning not for profit art and environment organisation that commissions exciting new artworks for large audiences. Our scientist advisors are specialists in their fields in Universities across the UK. Over the last 3 years our participation and audience reach has grown from 95,000 to over two million.

This pivotal new position will support our artistic programme in 2018-2020. Invisible Dust is seeking to find an outstanding individual to market our ambitious programme and to grow and enhance the organisation's audiences, locally and nationally.

Key Duties and Responsibilities

Strategy and Planning

- Create and implement marketing and PR strategies for Invisible Dust programmes, incorporating an innovative and creative marketing mix of media including digital, print and media.
- Regularly undertake benchmarking and evaluation of marketing and communications strategy to ensure that our brand continues to be innovative and competitive within the industry.
- Be responsible for the development and delivery of the Audience Development Plan, and the monitoring of data to ensure we grow targeted audiences
- Manage the annual marketing budget and oversee, in collaboration with the Programme Producer, the marketing budgets for each project.

Communications, Messaging and Digital

- Formulate all social media and digital communications to support all of the organisation's project, campaign and organisational marketing objectives.
- Liaise with the Director and General Manager to ensure consistent and clear messages across all media, within agreed timescales and targets for delivery.
- Be responsible for website and blog updates, reviews and designs, coordinating staff input



- Manage social media content and activity, engaging with our digital audience in creative and groundbreaking ways; increasing social media followings, reach and threshold.
- Prepare regular content to send out email newsletters promoting the work of Invisible Dust and in line with specific programme requirements.
- Work with the General Manager to ensure that timescales are effectively communicated to staff and partners for the promotion of projects and events.
- Work with all partners, funders, sponsors and artists to collect and collate marketing information; working with designers, proofing copy, reworking into house style for brochures, leaflets and website and working with images.
- Work with a wide range of organisations locally, nationally and where appropriate internationally to swap marketing information and cross-promote events.

Data and Evaluation

- Establish and develop the organisation's database ensuring all recorded data on audience, collaborators and partners are as accurate and as up to date as possible.
- With the General Manager, regularly review and improve data collection across the organisation, implementing innovative evaluation methods to inform business and programming decisions.
- Work with colleagues across the organisation to ensure that all opportunities for data collection are utilised and the results acted on, ensuring targets for feedback and monitoring are being met.
- Carry out audience analysis on a regular basis to inform programming and marketing decisions.
- Develop and implement Invisible Dust's data protection policy, keeping up-to-date with relevant legislation and GDPR regulations.

Branding

- Lead on the organisation's branding and identity, working with designers, reviewing the brand regularly and ensuring consistency.
- Ensure all staff members use consistent font and branding on all documents, including emails, both internal and external.
- Manage the design and production of all marketing materials for Invisible Dust projects, producing briefs, reports and presentations internally and for partners.

Fundraising and Development

- Work with the General Manager on the development of the Patrons Programme, including advertising memberships, maintaining and updating the support page on the website, assisting with database administration,



ensuring that Friends are correctly credited where appropriate and supporting on event coordination and management.

- Draft sections of funding reports and applications on audience analysis, evaluation and marketing.
- Work with the team on presentations and pitches to funders and to assist in the composition and delivery of corporate pitches for sponsorship.

PR and Media Relations

- Working with the external PR agencies, partners press officers, artists and partner staff as required to create personal relationships with the press.
- Work to obtain appropriate and relevant press and publicity coverage for all Invisible Dust projects and programmes.
- Draft press releases, compile an image library and work on press previews with programme staff, partners, and external PR agencies.

Event Marketing and Delivery

- Be responsible for working with the programme team on the effective and efficient delivery of all events; ensuring invitations to major contacts and partners, supporting event organisation and preparation.
- Developing display materials, working with technical staff on event installations and take-downs.
- Oversee all press previews/events including the creation and administration of invitation lists, working with the external PR agencies to manage the evening and ensure any follow up is completed in a timely manner.

General

- To champion the vision of Invisible Dust
- To attend performances, events and exhibitions and act as a spokesperson for Invisible Dust as appropriate.
- To work transparently and collaboratively, being a team player in supporting the delivery and development of the organisation's work

Person Specification

- A track record of delivering marketing campaigns and publicity for the visual arts.
- Experience working in partnerships, working on marketing campaigns for a range of different stakeholders.
- A commitment to making a positive change in the public's understanding of our environment.
- Interest in the visual arts and the environment
- Experience of setting and managing marketing budgets.
- Ability to plan, produce and disseminate content for social media streams.
- Ability to manage multiple priorities, work to deadlines and respond well to pressure.
- Experience of creating and overseeing schedules or programme/event plans.
- Excellent verbal and written communication skills and attention to detail.
- Excellent IT skills with demonstrable qualities.
- Strong team player and internal communicator.
- Ability to work for a small organisation with an ambitious programme.

How to Apply

Apply via email by sending us a covering letter demonstrating how your experience meets the aspects of the person specification, your CV and a completed Equal Opportunities Monitoring Form to reach us no later than **5pm on Monday 29th of January 2018**.

Both your CV and cover letter should be no longer than two pages of A4 each.

The email address for applications is: george@invisibledust.com

Please use the job title as the subject line of the email.

Interviews for shortlisted candidates will take place at Woodend in Scarborough on **Wednesday 7th of February 2017**.