Glenkens Community & Arts Trust

Job Description:

GCAT Marketing Officer

(Employee role, 2.5 days/week, 16-month contract)

Our Aims

The Glenkens Community & Arts Trust has a long track record of economic regeneration through arts and community work in the Glenkens. We are a key anchor organisation for the area, with a clear vision of making the Glenkens an excellent place to live for people of all ages. We do this by:

• Interweaving Arts, Community and Heritage to enrich the life of the area.

• Delivering our Artistic Vision with passion and creativity.

• Supporting many activities core to the quality of life of people and environment of the Glenkens.

• Driving economic and social regeneration of the area through championing the delivery of the Glenkens & District Community Action Plan.

The CatStrand Arts team delivers the CatStrand Artistic Vision, which has three key strands:

1. CatStrand Arts Programme - hosting high quality touring work and supporting the region's artists with a focus on theatre, dance, comedy, folk & traditional music, new music, jazz and classical music.
2. Cultural Communities Programme - supporting locally led events, projects and workshops.
3. CatStrand Young Creatives – engaging and developing children and young people aged from 5 to 25.

Overall Role and Accountability

The GCAT Marketing Officer is a key role in the CatStrand Arts Team, working with the Creative Director, the wider Arts team and touring & local artists to develop and implement strategies to ensure effective promotion of the CatStrand Arts Programme as a whole and individual events.

The GCAT Marketing Officer will be responsible for ensuring that the work of the CatStrand Arts programme is conveyed effectively to as wide an audience as possible. This is to ensure both high levels of tickets sales but also an increased diversity in audience make-up. (2 days per week)

They will also support other GCAT project officers and staff in communications and marketing of individual projects and GCAT as a whole. (0.5 days a week)

The GCAT Marketing Officer will report directly to the Creative Director, who reports to the GCAT Executive Manager. They will work closely with the other members of the CatStrand Arts team but

will also need to create positive and effective working relationships with all GCAT staff, volunteers, freelancers and artists.

Responsibilities

1. **Ensure that the work of the CatStrand Arts programme is conveyed effectively to as wide an audience as possible.** Noting that CatStrand Arts covers the touring programme, CatStrand Young Creatives and Cultural Communities. Including:
   - Create a Publicity Strategy for CatStrand Arts, including pre- and post-show publicity and personalised promotional strategies for individual events, in conjunction with CatStrand Arts team.
   - Implement the publicity strategy for the touring programme.

   As part of this Publicity Strategy:

     - Create a SM strategy for CatStrand Arts, in conjunction with CatStrand Arts team.
     - Implement the SM strategy for the touring programme under @CatStrand.
     - Monitor ticket sales for individual events and adjust promotional strategy in response.
     - Design original posters for the touring programme, with support from the Creative Director.
     - Liase with visiting artists about promotional strategies and to obtain promotional material.
     - Pro-active updates of www.gcat.scot content for CatStrand Arts.
     - Coordinate the printing of original posters and print material.
     - Coordinate printed material distribution across the Glenkens and regionally.
     - Create regular reports to assist with evaluation and monitoring of the success of the Publicity Strategy.
   - Manage the Arts publicity budget, with support from the Creative Director.
   - Assist with CatStrand Arts re-branding exercises as required.
   - Assist with accessibility audits / EDI action plan reviews and implement relevant actions within the Publicity Strategy.

2. **Support other GCAT project officers and staff in communications and marketing of individual projects and GCAT as a whole.**

   - Support project officers / leadership team in their SM outputs as requested and as time allows.
   - Update the www.gcat.scot website as requested by project officers / leadership team.
   - Design posters for projects as requested and as time allows.
   - Design or create marketing comms for GCAT as a whole – recruitment, branding updates, Friends scheme etc.

Person Specification

Essential	Desirable
Two years' experience in a similar role.	Degree or equivalent marketing qualification.
Understanding of arts marketing in a rural context.	Knowledge of CatStrand and the Glenkens communities.
Experienced professional able to work independently and as part of a team.	Demonstratable interest in performing arts and working in the Arts sector.
Organised. Able to plan and implement promotional strategies, prioritise workload & work efficiently towards tight deadlines.	
Proficient in WordPress, digital design & social media.	
A good head for design & confident ability in the use of Canva or similar design tools.	Ability to produce short promotional videos for online use.
Ability to be at CatStrand and Smiddy venues at any time, including evening and weekends.	Driving licence & access to own vehicle

Terms and Conditions

Salary: £22,000 salary FTE, pro-rated at 50% to £11,000 . Fixed-term contract 01 Jan 2024 to 30 April 2025, subject to a 3-month probationary period. Payable monthly in arrears.

Hours: 17.5 hours per week, on a flexible basis to be agreed with Line Manager. Some home working and some office working (minimum 7 hours) in either the CatStrand, New Galloway or the Smiddy, Balmaclellan will be required. Some evening or weekend working may be required in order to source content for post-show publicity.

Pension: GCAT operates a NEST pension scheme (automatic enrolment after a successful probationary period).

The payments into your pension are:

- Your contribution - 5.00% of your pensionable pay. Taken directly from your pay and appears on your payslip.
- Our contribution – 3.00% of your pensionable pay. Paid directly to the pension provider.

Holiday: 32 days including public holidays (pro-rata to 16 days pa).

Contract extension: Opportunity for contract extension by 3 years from April 2025 if GCAT funding bid is successful and if mutually agreed.

October 2023