

Job Title: Communications and Social Media Officer [Part Time]

Responsible to: CEO and Artistic Director

About: Serendipity Institute for Black Arts and Heritage

Serendipity Institute for Black Arts and Heritage's mission is to centre perspectives from the African and African Caribbean Diaspora by embedding them in cultural experiences for all. The programme includes the flagship dance festival, Let's Dance International Frontiers (LDIF), Black History Month Leicester and the annual Windrush Day Lecture. Through this programme Serendipity Institute for Black Arts and Heritage has established a legacy: hosting the Living Archive, documenting Black arts, heritage and culture, publishing the voices of Black artists and community activists, nurturing artists to create high quality new work and mentoring young people as they navigate the industry.

About the role

Serendipity Institute for Black Arts and Heritage is looking for a dynamic communications and social media and officer to develop and deliver communications strategies that communicate Serendipity Institute for Black Arts and Heritage's brand and projects, whilst supporting audience development goals and sales targets.

The communications and social media officer will primarily be responsible for the delivery of marketing and communications of Serendipity Institute for Black Arts and Heritage, including the implementation of branding, audience development and driving forward communications and income generation. It will have a primary focus on digital communications through content for social media channels and online use, email, CRM strategies and some print media.

Main Duties and Responsibilities

Audience Development and Communications and Analysis

- Devising and delivering marketing and audience development strategies that maximise the brand and support growth of attendance and sales targets for tickets, merchandise and publications.
- Developing and implementing creative and effective online and offline marketing campaigns including, but not limited to, producing print and displays, arranging sales promotions and initiatives, booking print and digital advertising.

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- Planning, implementing and evaluating marketing and communications activities, including the design and production of promotional and advocacy materials, e-marketing, distribution, direct mail, copywriting, advertising and any other promotional activities.
- Collating and analysing marketing and booking data for activities and events on a regular basis to ensure the strategic effectiveness of resource allocation.
- Completing key reporting criteria for funders and stakeholders such as Illuminate and utilising data from audience monitoring platforms to generate strategies.
- Working closely with the Membership Coordinator to utilise HubSpot to develop and run a CRM programme to improve audience loyalty and retention in line with overall business objectives.
- Building and maintaining a network of contacts across the industry and key audience segments attending events and working groups where necessary. Managing a regular schedule of communications industry contacts and key audience segments, including community groups, colleges, audiences, supporters and funders.

Brand Management

- Acting as a brand ambassador and ensure all communications adhere to the Serendipity Institute for Black Arts and Heritage brand and values, including materials produced by external partners or co-producers.
- Championing, protecting and enhancing the profile of Serendipity Institute for Black Arts and Heritage. Undertaking proactive measures to maintain reputation and leading on branding guidelines and brand development.
- Working with Serendipity Institute for Black Arts and Heritage's team to raise awareness of, and engagement with, our programmes across a rich diversity landscape covering age, gender and cultural heritage.

Digital

- Driving the delivery of Serendipity Institute for Black Arts and Heritage's digital strategy, identifying new opportunities for improving sales and engagement through creative innovation.
- Developing and implementing appropriate digital strategies to support Serendipity Institute for Black Arts and Heritage's audience development and communications needs.
- Developing and implementing digital marketing campaigns, including digital and social media advertising, email marketing, and Search Engine Optimisation (SEO).
- Managing Serendipity Institute for Black Arts and Heritage's online presence, including effective use of email marketing and social media platforms to effectively engage with wider audiences, contributing to creation and distribution of digital content (including audio and video recordings) and training the wider

network of Serendipity Institute for Black Arts and Heritage team members to become proficient social media users/leads.

- Generating and distributing creative and engaging digital content to drive engagement through website, social media and other digital platforms, for example: trailers, blog posts, interviews.
- Managing and updating Serendipity Institute for Black Arts and Heritage's website. Ensuring all information is accurate and up to date and content speaks to the organisation's values and mission.
- Monitoring and updating Serendipity Institute for Black Arts and Heritage's box office system, CRM system and producing reports.

Print Production

- Writing, proofing and working with designers on three brochures per year.
- Writing, proofing and designing supplementary print: leaflets, posters, postcards throughout the year.
- Supporting Serendipity Institute for Black Arts and Heritage on production and promotion of Serendipity Institute for Black Arts and Heritage publications.

Other

- Liaising with partner organisations and venues on marketing of events.
- Managing delegated communications and audience development budgets working to maximise income and minimise expenditure.
- Undertaking regular monitoring and evaluation against objectives to provide information to contribute to Serendipity Institute for Black Arts and Heritage's performance management processes as required, including preparation and presentation of reports to management and trustees.
- Leading on the development of Serendipity Institute for Black Arts and Heritage's merchandise for both commercial and promotional purposes, ensuing effective promotion, distribution and sales.
- Maintain accurate records of business activities and transactions in relation to duties.
- Horizon scan for potentially relevant opportunities as part of periodic review processes.

General duties and responsibilities

The duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed. All Serendipity Institute for Black Arts and Heritage employees are required to undertake the following general duties:

- Carry out such other duties as may be reasonably requested by the CEO.
 - Keep up to date with industry developments and identify opportunities to support organisational growth.
 - Undertake continuous professional development in line with the needs of the post and resources available.
 - Travel to locations across the county and beyond as required (please note that reasonable adjustments will be considered for this factor as required by the Equalities Act).
 - Be aware of and comply with GDPR and Data Protection legislation and confidentiality.
 - Ensure compliance with health and safety policies and procedures, and risk assessments.
 - Share in Serendipity Institute for Black Arts and Heritage's commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults.
 - Be aware of Serendipity Institute for Black Arts and Heritage's equality and diversity policies and actively promote equality of opportunity.
 - Act as an ambassador to support and improve awareness of Serendipity Institute for Black Arts and Heritage's activities, representing Serendipity Institute for Black Arts and Heritage at events and meetings as required;
 - Carry out all duties in accordance with Serendipity Institute for Black Arts and Heritage's policies, procedures and practices.
 - Behave in a manner consistent with Serendipity Institute for Black Arts and Heritage values and code of staff conduct.
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- Manage collateral intellectual property that will be used in promotions for permissions, for use of imagery, video and audio, etc. Liaising with intellectual property holders for permissions.
 - Database management.
 - Advert placement for targeted audiences, including online and programmatic marketing.
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- Manage marketing budgets, liaising with team and producing financial reports.

Person Specification

	ESSENTIAL	DESIRABLE
Education and Training	<ul style="list-style-type: none"> Degree level or equivalent experience of working in marketing and communications. 	<ul style="list-style-type: none"> Professional marketing and communications qualifications (CIM or equivalent).
Knowledge	<ul style="list-style-type: none"> Current knowledge of digital applications and social media networks and platforms. Database management and working with CRM systems. Researching and developing new markets. Understanding of brand management and proven experience of implementing brand guidelines effectively. Website management. 	<ul style="list-style-type: none"> Understanding of the importance of evaluation. Knowledge of and enthusiasm for arts and heritage sector.
Experience	<ul style="list-style-type: none"> Significant experience in a professional marketing, audience development or communications role. Experience of leading and implementing marketing and communications strategies. Experience of digital marketing including e-marketing, websites, social media, developing online promotional material and new developments in the field. Experience of undertaking the development and analysis of quantitative and qualitative audience research. 	<ul style="list-style-type: none"> Substantial experience of working with press and media, including demonstrable success of securing media coverage. Track record of working in partnership to communicate, engage and inspire a wide range of internal and external stakeholders.

Skills and abilities	<ul style="list-style-type: none"> • Ability to work on own initiative, prioritise and organise a complex workload. • Proven effective copywriting, editorial and proof-reading skills. • Excellent written and verbal communication, presentation and advocacy skills engaging effectively with stakeholders. • Attention to detail and commitment to achieving the highest standard. 	<ul style="list-style-type: none"> • Experience of digital and print production and working with design technology (Adobe Photoshop, Illustrator, Canva). • Experience of using Illuminate or Audience Finder. • Knowledge of working with HubSpot. • Experience of managing a budget.
General	<ul style="list-style-type: none"> • Passionate about promoting diversity and inclusivity. • Willingness to work flexible hours including some weekends and evenings. • Attend team and management meetings and present to meetings of the board of trustees as required. 	

Remuneration and Terms

This is a part-time post of three days a week with a salary of £14,160 per annum (pro-rata to £23,600). The post has an annual leave entitlement of 17 days per annum (pro-rata to 28 days including Bank Holidays). Staff are automatically enrolled in the company pension scheme.

The post-holder will be required to travel to Serendipity Institute for Black Arts and Heritage activities and events as necessary. These events may take place outside of normal working time and time off in lieu will apply on such occasions.

To Apply

Please email a copy of your CV and a cover letter to Pawlet Brookes, opportunities@serendipity-uk.com with the job title in the email subject.

Hours: Part-time (3 days / 22.2 hours per week). To suit hours of business, including some evenings and weekends. Usually 9:30am – 5:30pm, Monday – Friday.

Contract: Six-month probation

Salary: £14,160 per annum (pro-rata to £23,600).

Start date: January 2024 (subject to notice period)

Closing date for applications: 22 December 2023

Location: Serendipity Institute for Black Arts and Heritage office in Leicester

Interviews: January 2024