

Job Title	Marketing Officer
Location	Burton at Bideford
Responsible to	Director
Hours	25
Salary	£24,242.40 (after 01.04.24) pro rata
Benefits	20 days holiday and 8 days for bank holidays on a pro rata basis. SMART pension
Start date	From 1 April
Deadline for Applications	16 February
Interviews	Week beginning: 26 Feb.

The Role

The Marketing Officer is responsible for the effective delivery of marketing material to support the development of the Burton at Bideford. Reporting to the Director(s) your duties will include design and print marketing, website management, developing social media content and other internal and external communications.

We are looking for someone with a minimum 2 – 3 years of marketing and/or design experience to join our small team. You will have a good understanding of the marketing landscape and be innovative in the use of social media. As part of the small team at the Burton you will also be prepared to get involved in other tasks as they arise.

Detailed Job Description

Planning – Creation of timelines to deliver all physical and digital design including print, distribution, and direct mail if applicable. Working with Programming and Education teams to deliver on time and within budget.

Marketing materials – Designing and managing the end-to-end production process of marketing materials; specifically, the brochure, posters and exhibition cards. This involves gathering requirements, sourcing images, copywriting, proofreading, and briefing freelancers and printers.

Copywriting – Working with the Programming and Education teams to write copy which is on brand, accessible, attractive to our target audience and suitable for adaptation to web in terms of SEO.

PR & Communications – Writing press releases, build relationships with local and international press to better promote the Burton, and keep exhibition listings current. Collaborate with other local NPO's on marketing where necessary, and become lead for the North Devon Marketing Network.

Brand – Ensuring all printed marketing materials and externally created assets adhere to our brand guidelines, maintaining consistency across all platforms.

In House Marketing – ensuring all signage for events and exhibitions are up to date and in keeping with the house style, including posters, the digital screen and outside banners. Manage the Burton Image Library and distribute new e-mail signatures to staff to reflect current and forthcoming exhibitions.

Events –Overseeing exhibition openings in collaboration with the Exhibition teams and Front of House, and ensuring Eventbrite listings are current for event bookings.

Design – Create content that is in keeping with our house style.

General responsibilities

In addition to the specific responsibilities of the role above, the Burton at Bideford team are expected to:

- a. Diversity and Inclusion: ensure that our Equality, Diversity, and Inclusion (EDI) policies are followed and embrace the benefits of diversity so that everyone – irrespective of individual differences in their identities, background, or any personal characteristics – receives fair and equal treatment in a safe, welcoming, and enjoyable environment.
- b. Performance Improvement: be responsible for your own performance, participate in our performance review procedures and propose better, faster, or less expensive ways to do things which help our overall mission.
- c. Health and Safety: be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
- d. Compliance and Integrity: be compliant with the law and the Burton’s policies especially with regards to data protection and IT security and ensure other policies as advised from time to time are followed.

This job description is not intended to be exhaustive and the nature of our work and the size of our team at Burton Art Gallery & Museum requires everyone to be flexible. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time.

Weekend and evening work will be required on a rota basis.

Person Specification

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Experience of working in a creative, heritage or arts environment with an understanding of the marketing requirements of this environment. • Excellent organisational and planning skills • Strong written and verbal communication skills • Ability to manage multiple projects and meet deadlines • Excellent oral and written communication skills • Creative with an eye for design and photography 	<ul style="list-style-type: none"> • Knowledge of copyright and media law. • Contacts in local and national press and media • Knowledge and Understanding of Tik Tok.

	<ul style="list-style-type: none"> • Understanding of the importance of brand guidelines • Excellent attention to detail • Experience in preparing material for print. • Proficient in Microsoft Office Suite; Excel, SharePoint, Outlook & Word • knowledge of the Adobe Creative Suite; In-Design, Photoshop and Illustrator. • Knowledge and understanding of key social media platforms, in particular Instagram and Facebook 	
Disposition	<ul style="list-style-type: none"> • Team player – respectful, inclusive and supportive with a can-do attitude • Well-organised, calm under pressure and able to work to deadlines • Creative thinker – innovative, collaborative • Confident & enthusiastic in building relationships with a mix of stakeholders 	
Education	<ul style="list-style-type: none"> • A relevant marketing qualification and/or experience in marketing 	

The Burton at Bideford is an equal opportunities and Disability Confident Employer who understands the benefits of diversity so that everyone – irrespective of individual identities, background, or any personal characteristics – receives fair and equal treatment in a safe, welcoming, and enjoyable environment.