

Part A: Job Description

Job Title:	Marketing and Communications Coordinator
Reports to:	Sunderland Culture Capacity Building Manager
Salary:	£25,000
Working hours:	Full time
Terms:	Two years fixed term contract, with potential to extend
Location:	National Glass Centre
Main purpose of role:	Coordinate marketing, PR and media communications for Sunderland Culture's Great Places programme activities, working as part of the marketing team, and reporting to the Capacity Building Manager.
Key Tasks and Responsibilities:	<p>Marketing campaigns</p> <ul style="list-style-type: none"> • Work with the marketing and programme teams to plan, execute, monitor and evaluate campaigns which drive audiences and ticket sales to our programme, using the full range of communication tools including digital • Create effective campaign timelines and ensure the timely delivery of the tasks <p>PR and Media</p> <ul style="list-style-type: none"> • Develop and deliver PR plans and activity both as part of headline campaigns, and on an ongoing basis to enhance our profile, and raise awareness of our programme with key audience groups and stakeholders, targeting national, regional, cultural and niche media as appropriate • Develop excellent relationships with national and regional media contacts across news, culture, travel, lifestyle and heritage sectors, identifying new opportunities to promote our programme



- Work closely with colleagues within the marketing and programming teams to identify stories and ensure they are communicated consistently across multiple channels
- Organise press launches, previews and stakeholder events for relevant areas of our programme, in collaboration with Chief Executive, marketing and programming teams and Development Manager

Social Media

- Identify and implement opportunities to connect to target audiences and increase the footprint of marketing and PR campaigns digitally and online, including through our website, social media channels, key influencers and bloggers

Brand

- Promote and safeguard Sunderland Culture's brands across web, print and broadcast media

CRM

- Work with the team to plan an approach which maximises the efficacy of our new website, CRM and ticketing system
- Embed a CRM based approach to marketing, ticket sales and audience development projects

Audience Development

- Work as part of the marketing team to create and implement delivery plans in line with Sunderland Culture's Audience Development Plan priorities and the Great Places Programme
- Undertake periodic market research

Print and distribution

- Coordinate the design, production and distribution of printed and digital promotional materials
- Commissioning, supervising and monitoring the work of external suppliers, including designers, printers and agencies
- Writing, repurposing and proof reading marketing copy

Evaluation

- Devise and conduct the collection and collation of campaign and media coverage, KPI's and statistics, and provide



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	<p>interpretation for reporting purposes.</p> <p>Other</p> <ul style="list-style-type: none">• Undertake the maintenance of a marketing archive and image files• Attend regular staff and team meetings as required• Represent Sunderland Culture at appropriate external marketing and tourism meetings• Operate within an agreed budget for Sunderland Culture's Great Places marketing and communications activities• Work with the management team to ensure the programme is inclusive, accessible and is delivered in line with Sunderland Culture's Safeguarding, Equality & Diversity and Health & Safety policies
<p>Special circumstances:</p>	<p>The role holder is required to have a flexible approach to work and may be required to undertake some evening and weekend working.</p>

Part B: Person Specification

Key competencies	Essential	Desirable	Assessed by
Qualifications and Professional Membership	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Min 3 years working in a related role 	<ul style="list-style-type: none"> • Professional qualification 	Application
Knowledge and Experience	<ul style="list-style-type: none"> • Experience of planning, delivering and evaluating marketing, PR and communications campaigns • Good knowledge and experience of the full range of marketing and communications channels, and in particular of digital marketing and PR channels • Proven track record of effective social media management • Understanding of audience development planning and experience of using a CRM system 	<ul style="list-style-type: none"> • Previous experience of working within the cultural sector, and particularly within a cultural venue • Understanding of the current cultural landscape and developments within Sunderland and the North East • Experience of using Spektrix • Experience of using a CMS • Experience of using Audience Finder • Network of existing contacts within culture and media sectors 	Application & Interview
Skills	<ul style="list-style-type: none"> • Strong communication and presentation skills with excellent attention to detail • Refined copywriting skills • Excellent relationship building skills, ability to develop productive relationships with media and partners 	<ul style="list-style-type: none"> • Understanding of design and layout software including Adobe Creative Suite (Photoshop, InDesign, Illustrator) 	Application & Interview



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	<ul style="list-style-type: none">• Excellent organisational and time management skills, can prioritise conflicting deadlines• Creative and energetic with a strong eye for a newsworthy story• Previous experience of administering budgets.• Excellent IT skills, including Word, Excel & PowerPoint		
Personal Qualities	<ul style="list-style-type: none">• Flexible and adaptable to changing priorities• Resourceful, practical and good at problem solving• Positive “can do” attitude• Strong relationship building and influencing skills• Excellent at working collaboratively with colleagues across the organisation and in a team		Application & Interview
Special requirements	<ul style="list-style-type: none">• To have or be prepared to apply for a DBS enhanced disclosure if necessary	<ul style="list-style-type: none">• A current driving licence	Application