



**SUNDERLAND
CULTURE**

Digital Marketing Officer



SUNDERLAND
MUSEUM & WINTER GARDENS



Northern Gallery for
Contemporary Art

**Arts
Centre
Washington**



**University of
Sunderland**

MACSunderland
Music, Arts and Culture Trust

**Sunderland
City Council**



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Digital Marketing Officer

Sunderland Culture is seeking to appoint an experienced Digital Marketing Officer to join our Marketing and Communications team. This newly created post joins us at an exciting point as we commission a new website for our venues and programme and will play a key role in developing audiences and driving ticket sales and donations through digital marketing and content development.

The successful candidate will be an enthusiastic, creative thinker who works well as part of team, with a proven track record of delivering impactful digital content and effective digital marketing campaigns.

For more information, please go to www.sunderlandculture.org.uk/about-us/opportunities

The deadline for applications is 12 noon on Monday 29th January 2024.

Interviews will take place in Sunderland on Thursday 15th February 2024.





About Sunderland Culture

Sunderland Culture is a pioneering place-based partnership formed in 2016, by University of Sunderland, Sunderland City Council and Sunderland Music, Arts and Culture Trust, to take forward an ambitious cultural vision for the city. We are a Registered Charity and an Arts Council England National Portfolio Organisation.

Our mission is to improve life for everyone in Sunderland through culture. To do so, we are driving five step changes: growing the profile and reputation of the city; a more vibrant creative economy; raised outlook and aspiration of children and young people; improved health and wellbeing; and a more socially cohesive city.

We deliver a single programme through the city's major cultural venues including National Glass Centre, Northern Gallery for Contemporary Art (NGCA), Sunderland Museum & Winter Gardens and Arts Centre Washington and with communities in spaces and places across the city. We work across the

city to ensure the power of great art, culture and creativity is harnessed for the benefit of Sunderland, its residents and visitors and work created here is showcased regionally, nationally, and internationally.

You can find out more about our organisational aims and ambitions including our Theory of Change model and an overview of our recent work in our [Annual Review 2022-23](#).

We strive to be ambitious, collaborative, outward looking and inclusive in everything that we do. Our Equality and Diversity Policy is published on our website. We actively encourage applications from individuals from communities who are less-represented within the cultural sector. We therefore particularly welcome applications from individuals who are looking to develop their career in the cultural sector from Black, Asian and ethnic minority communities, who are disabled or are from other communities which are under-represented.

Job Description

Job Title:

Digital Marketing Officer

Reports to:

Head of Marketing and Communications

Salary:

£32,000 per annum

Working hours:

37.5 hrs hours per week

Terms:

Employed. Permanent

Location:

The post will have a desk space within National Glass Centre, Sunderland, but will also work across other venues as necessary.

Main purpose of role:

The Digital Marketing Officer will work as part of Sunderland Culture's Marketing and Communications team and with the Programme team across all venues and areas of programme.

Working closely with the Head of Marketing and Communications, you will play a key role in leading the development and delivery of our digital marketing strategy to drive engagement, commercial income generation and donations, and work with the Marketing and Communications team - who currently deliver all digital activity in venues - on all aspects of digital content development, social media and paid ad campaigns.

You will play a key role in ensuring our newly commissioned website is ready for launch in summer 2024 with the aim of driving ticket sales, footfall and engagement with our diverse programme of events and activities, increasing donations, showcasing our collections as well as online and offline projects and increase data capture.

After launch you will continue as custodian of the site alongside Marketing and Communications Coordinators in each venue, to ensure content and user experience continues to meet organisational and user needs.

You will maximise our use of Spektrix – our CRM and ticketing system – to drive data acquisition for planning and delivering effective email campaigns.

The post-holder will be responsible for monitoring and reporting on effectiveness of website and digital campaigns.

Key Tasks and Responsibilities:**Planning**

- Work with Head of Marketing and Communications to lead the development of our digital marketing strategy serving key areas of the programme and encompassing website, digital content, social media, email marketing and paid digital advertising, to support audience growth and engagement and help meet income targets.

Website

- Work with our web agency and the Sunderland Culture team, on the development and launch of our new website, planned for summer 2024.
- Oversee the content and user experience on Sunderland Culture's website, working with internal teams and our web agency to ensure it continues to meet the needs of our organisation and audiences.

Digital Content

- Work closely with Marketing and Programme teams to plan and deliver regular compelling content for our website, social media channels, and within venues, in line with digital marketing strategy.
- Where relevant, attend any exhibitions, performances, events and activities, to capture content for use on digital channels.
- Ensure content is accessible to all our audiences, produced with the appropriate permissions, safeguarding considerations, compliant with Data Protection legislation and Intellectual Property Rights and fitting with the values of the organisation.
- Ensure our web domain registrations and any other appropriate licenses and permissions are kept up to date.

Digital Advertising

- Develop a plan for paid digital advertising, which maximises the best performing channels and reports on campaign effectiveness, and work with the Marketing and Communications team on implementation.

Social Media

- Oversee Sunderland Culture and venues' social media channels, working with Marketing and Communication team to deliver high quality, engaging and inclusive content with appropriate tone of voice across all platforms, delivering audience engagement and growth.

Data Acquisition and Email Marketing

- Work with the Head of Marketing and Communications and Marketing and Communications team to improve and monitor our approach to data capture through Spektrix and Artifax.
- Work with the Marketing and Communications team to design and implement effective email campaigns in line with digital marketing strategy objectives to build engagement and drive income/fundraising targets.
- Oversee good practice and maintain effective use of Spektrix and Artifax as our CRM systems, including for customer lists and reports.

Evaluation

- Compile and disseminate monthly reports/KPIs on the new website, social media channels, email marketing and paid advertising using various analytics tools, to monitor achievement of digital marketing strategy objectives.

Other

- Keep up to date and report on technology and content trends.
- Act in accordance with Sunderland Culture's policies, including its Health and Safety Policy, Safeguarding Policy and Equality & Diversity Policy.
- Undertake any training required by Sunderland Culture.
- Attend regular staff and team meetings as required and represent Sunderland Culture at appropriate external marketing meetings.
- Operate within an agreed budget for Sunderland Culture's marketing and communications activities.

Special circumstances:

Any such matters within the scope of the post as may be specifically delegated by the Head of Marketing and Communications.

Person Specification

Key competencies	Essential	Desirable	Assessed by
Qualifications and Professional Membership		<p>Educated to degree level or equivalent.</p> <p>Relevant professional qualification.</p>	Application
Knowledge and Experience	<p>Min 3 years working at a similar level.</p> <p>Experience of planning, delivering and evaluating digital marketing strategies.</p> <p>Experience of managing a website, including managing the CMS and commissioning content from multiple stakeholders.</p> <p>Experience of managing effective paid digital, SEO, social media and email marketing campaigns, which build engagement and drive income/fundraising targets.</p> <p>Experience of building a database through effective data capture strategies.</p> <p>Experience of using a box office or CRM system.</p> <p>Knowledge and understanding of audience segmentation and targeting in a digital context.</p> <p>Experience of using a range of evaluation and monitoring techniques to evaluate and disseminate the performance of websites, digital marketing and conversions.</p> <p>Experience of curating, writing, commissioning, producing and editing digital content to engage target audiences.</p> <p>Knowledge and understanding of data protection, copyright and IP issues in a digital context.</p> <p>Knowledge of video and image editing software.</p> <p>Excellent ICT skills - including experience of using Microsoft Office.</p> <p>Knowledge of innovation and new developments in digital and social media technology and trends.</p> <p>Proven budget management skills.</p> <p>Demonstrate an understanding of delivering programmes that can meet the city's wider net zero targets and outputs changing behaviours in digital practice.</p>	<p>Experience of working within a charity or cultural organisation, and particularly within a cultural venue.</p> <p>Experience of using Spektrix and Artifax.</p> <p>Knowledge of digital accessibility, particularly around captioning, integrating BSL interpretation and audio description.</p>	Application & Interview

Personal Qualities	<p>Strong communication and presentation skills with excellent attention to detail.</p> <p>Proven organisational skills with the ability to manage time effectively, work to tight deadlines, and thrive under pressure.</p> <p>Refined digital copywriting skills.</p> <p>Excellent interpersonal and social skills, with the ability to create strong relationships with a range of stakeholders and colleagues.</p> <p>Committed to working effectively and supportively in a team.</p> <p>Highly motivated and able to work independently to deadlines.</p>		Application & Interview
Special requirements	To have or be prepared to apply for a DBS enhanced disclosure if necessary.		

Terms and Conditions

Offered as a permanent contract, subject to 6-month probationary period.

Some evenings and weekends and some flexibility where required.

Requests for flexible working will be considered.

The role is based in National Glass Centre but occasional hotdesking could be required at other Sunderland Culture venues, and some remote working possible.

30 days per year plus 8 public holiday days.

Auto enrolment in NEST pension scheme.

How to apply

To apply please complete the application which is available at www.sunderlandculture.org.uk/about-us/opportunities and send it to recruitment@sunderlandculture.org.uk.

For an informal conversation please contact naomi.mather@sunderlandculture.org.uk.

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