



**SUNDERLAND
CULTURE**



Northern Gallery for
Contemporary Art

Marketing and Communications Coordinator

National Glass Centre and
Northern Gallery for Contemporary Art



**University of
Sunderland**



Supported using public funding by
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Jhane Wilkins, 'Anne' from Black Britain series, 2022, photographic print. Courtesy of the artist.

Marketing and Communications Coordinator

National Glass Centre and Northern Gallery for Contemporary Art

Sunderland Culture is seeking to appoint a Marketing and Communications Coordinator to join our team working at National Glass Centre and Northern Gallery for Contemporary Art.

The successful candidate will be an enthusiastic, creative thinker who works well as part of team, with a track record of delivering impactful marketing campaigns which drive footfall and engagement.

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

The deadline for applications is 12 noon on Thursday 28 March 2024.

Interviews will take place in Sunderland on Thursday 18 April 2024.

This post is funded by Arts Council England and the UK Government through the UK Shared Prosperity Fund.



Janina Sabaliauskaitė, 'Dyke Power' from Gender Nonconforming Lesbian Visibility series, 2021, photograph. Courtesy of the artist.



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 (NGC), 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 ensuring the 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.



Pascale Marthine Tayou, 'Colonial Ghost'.
Credit David Wood



Mike Nelson, *Hybrid Scripts*. Courtesy the artist and 303 Gallery, New York; Galleria Franco Noero, Turin; Matt's Gallery, London; and neugerriemschneider, Berlin.

About National Glass Centre

National Glass Centre celebrates the origins, growth and history of glass making in Sunderland and is a world-leading centre for artistic practise in glass. The venue is free to visit and explores the city's rich heritage of glass making alongside an international exhibition programme, presenting the work of leading contemporary artists in glass and ceramics.

Dedicated to offering creative opportunities for everyone, National Glass Centre offers a varied events, learning and activities programme – from family glass making sessions to more advanced courses. Visitors can also feel the heat of the 1100-degree furnaces during daily glass blowing demonstrations by resident glassmakers.

The building is also home to Northern Gallery for Contemporary Art which exhibits a changing programme of both established and emerging contemporary artists' work.

National Glass Centre is owned by the University of Sunderland and incorporates a gift shop and The Glass Yard café. The public programme within the venue is delivered by Sunderland Culture.

The University of Sunderland is currently in active discussions with its key partners Sunderland Culture and Sunderland City Council to find a new home or homes for National Glass Centre.



About Northern Gallery for Contemporary Art

Northern Gallery for Contemporary Art has been bringing critically acclaimed contemporary visual art from around the world to Sunderland and revealing the depth of talent in the North-East for over 50 years.

The Gallery is free to visit and based inside National Glass Centre, where it features new work made in photography, film & video, and twenty-first century media.

Working closely with artists, it stages exhibitions and events, creates publications and most recently, has begun to create a collection of contemporary art for the future.

As well as bringing international artists to Sunderland, the Gallery also has a reputation for identifying and nurturing new talent locally.

The public programme within Northern Gallery for Contemporary Art is delivered by Sunderland Culture.



Job Description

Job Title:

Marketing and Communications Coordinator – National Glass Centre and Northern Gallery for Contemporary Art

Reports to:

Sunderland Culture, Head of Marketing and Communications

Salary:

£27,000 pa (pending 24/25 pay award)

Working hours:

Full time

Terms:

Permanent

Location:

Based at National Glass Centre, occasionally working at other Sunderland Culture venues as required

Main purpose of role:

Coordinate marketing and communications activity for National Glass Centre (NGC) and Northern Gallery for Contemporary Art (NGCA) including its exhibitions, adult and family learning and participation programme, the Hot Glass Studio, Glass Yard cafe and shop.

The focus of the role will be at NGC and NGCA but may be required to work to support Sunderland Culture's overarching activities from time to time.

Key Tasks and Responsibilities:**Marketing and Communications campaigns**

- Work with the Head of Marketing and Communications to plan, deliver and evaluate campaigns which drive audiences and generate commercial revenue for all our activities, using the full range of marketing tools
- Support the Head of Marketing and Communications and Sunderland Culture's PR lead on press and media activity when needed
- Create effective campaign timelines and ensure the timely delivery of tasks
- Support the drive for donations with appropriate messaging and ensuring funders are acknowledged and credited within campaigns

Digital

- Work with Digital Marketing Officer on NGC and NGCA's digital marketing activity
- Upload events content onto our CRM/Box Office system (Spektrix) in order to promote and sell events and activities
- Maintain effective use of Spektrix including use of customer lists and reports
- Upload NGC and NGCA content to the Sunderland Culture website
- Work with Digital Marketing Officer and programme team to plan and deliver engaging digital content for social media channels including Facebook, X, Instagram and Linked In
- Work with Digital Marketing Officer to plan and deliver paid digital advertising campaigns where needed
- Video & photography content/production for use on social media and web where appropriate
- Create and distribute Dot Digital email campaigns to promote upcoming programme to our subscriber lists
- Work with Sunderland Culture's PR lead to deliver content for online listings and third party/partner sites
- Work with retail team to plan, deliver and monitor promotions for the physical and online shops

Production

- Coordinate the design, production and distribution of promotional materials including NGC and NGCA's seasonal What's On brochure – both print and digital versions
- Commissioning, supervising and monitoring the work of external suppliers, including designers, printers and agencies
- Writing, repurposing and proof-reading marketing copy

Brand

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

Audience Development

- Work with Head of Marketing and Communications and the wider team to develop and implement Sunderland Culture's, NGC and NGCA's Audience Development Plan
- Support the delivery of Sunderland Culture's Illuminate commitments as part of our NPO reporting requirements, including uploading quarterly events to the Illuminate platform and distribution of surveys for visitors to our venues
- Undertake periodic market research – including online and digital surveys when needed

Evaluation

- Collate campaign feedback when required and report on Sunderland Culture's monthly, KPIs.

Other

- Support colleagues across the organisation with general queries, including Visitor Services teams
- Monitoring inboxes and user review websites
- Support film and television production/media visits when needed
- Other associated tasks including risk assessments and reports
- Consistently use and maintain our marketing archive and image folders
- Attend regular staff and team meetings as required
- Represent Sunderland Culture/NGC/NGCA at appropriate external marketing meetings
- Operate within an agreed budget for Sunderland Culture's marketing and communications activities
- Work with the management team to ensure all activity is inclusive, accessible and is delivered in line with Sunderland Culture's Safeguarding, Equality & Diversity and Health & Safety policies

Key relationships

Reports to

- Sunderland Culture Head of Marketing and Communications

Working in collaboration with

- NGC's Director and wider NGC and NGCA team
- Sunderland Culture Digital Marketing Officer
- Sunderland Culture Marketing team
- The wider Sunderland Culture Programme team
- Sunderland Culture Head of Development
- Colleagues in marketing and press teams within our partner organisations – University of Sunderland, Sunderland City Council and Sunderland Music, Arts and Culture Trust

Special circumstances:

- The role holder is required to have a flexible approach to work and may be required to undertake some evening and weekend working.
- 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	Min 3 years working in a similar role	Educated to degree level or equivalent Relevant professional qualification	Application
Knowledge and Experience	Experience of planning, delivering and evaluating marketing and communications campaigns Demonstrable knowledge and experience of using the full range of marketing and communications channels, and in particular of digital marketing channels Proven track record of effective social media management Proven track record of using a box office/ CRM system Proven track record of using a Content Management System to manage web content Understanding of audience development planning	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 box office system Experience of using paid digital advertising	Application & Interview
Skills	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 Excellent organisational and time management skills Previous experience of administering budgets Excellent IT skills, including Office 365	Experience of design and layout software including Adobe Creative Suite (Photoshop, InDesign, Illustrator) Experience of photography and video for social media production	Application & Interview
Personal Qualities	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	To have or be prepared to apply for a DBS enhanced disclosure if necessary		Application

Terms and Conditions

Offered as a permanent contract, subject to 3-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.

The deadline for applications is 12 noon on Thursday 28 March 2024.

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Mark Pinder, 'Mission Tyne and Wear' pavilion at the 1990 Gateshead Garden Festival. Teams, Gateshead, June 1990



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