Marketing & Communications Officer for Scottish Content

Are you passionate about bringing art to everyone? Do you believe in the power of digital to engage people with the arts? Do you know how to plan campaigns and reach audiences in Scotland?

We’re looking for an experienced part-time Marketing & Communications Officer for Scottish Content to join our friendly and dedicated team. In this exciting role you will create and deliver a campaign to maximise engagement in our Scottish content and learning workshops.

We welcome and encourage applications from candidates who are under-represented in the creative industries, particularly individuals who experience physical, mental, or social barriers to accessing the arts.

About Art UK

Art UK is an art education charity on a mission to make the art in UK public collections accessible to everyone – for enjoyment, learning and research. It enables a global audience of five million people a year to learn about the UK’s national art collection by digitising artworks and telling the stories behind the art. In addition to innovative engagement tools such as Tagger and Curations, Art UK is currently working on new initiatives including a major learning programme, making this a truly exciting time to join the organisation. Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit artuk.org.

About You

As the Marketing & Communications Officer for Scottish Content, you will play an important role in helping us to reach new audiences in Scotland to engage with our content and learning workshops. Reporting to the Director of Marketing & Communications, you will work alongside our Commissioning Editor – Scotland to create and deliver a campaign to maximise audience engagement.

You will have a strong experience of creating marketing campaigns and know how to set and reaching audience engagement targets. You will understand the different communication channels to identify and engage with appropriate audience segments. You will have a passion for art and making it accessible to all.

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Key Responsibilities

- Create and deliver marketing campaigns for our Scottish content and learning workshops
- Identify key target audiences, and devise and carry out communications campaigns to reach them
- Work collaboratively with the Commissioning Editor – Scotland to ensure campaigns support their needs and deadlines
- Create digital assets in order to market content and workshops
- Build and monitor social media advertising
- Work collaboratively with the Social Media Manager to ensure promotion of new Scottish content across Art UK’s social channels
- Analyse metrics in GA4 to monitor the success of campaigns
- Set engagement targets and regularly report on these KPIs to the Director of Marketing & Communications

Necessary Skills

- Essential: Experience planning, delivering and monitoring marketing campaigns using a variety of digital channels
- Essential: Ability to set metrics, analyse data and use these in decision making
- Essential: Understanding of how to identify and engage with target audiences
- Essential: Excellent written and verbal communication skills and the confidence to engage and work effectively with a wide range of people
- Essential: Ability to work both independently and as part of a team
- Essential: High level of attention to detail
- Essential: Self-motivated and reliable
- Essential: Exceptional time management and organisational skills
- Desirable: Active interest in the visual arts and awareness of UK art collections
- Desirable: Experience working with diverse audiences

Contract terms

- 0.5 FTE (2.5 days a week)
- Fixed-term post, for 5 months
- Salary £23,000 per annum pro rata
- Three-month probationary period
- One-month termination clause
- Work from home, anywhere in Scotland
Benefits
- 25 days annual leave plus regional Bank Holidays (pro rata)
- Paid Christmas closure period (Christmas Day to New Year’s Day)
- Flexible working hours
- Workplace pension scheme
- Training and development opportunities
- Mental health and wellbeing support
- Above statutory paid sick leave
- Enhanced paid parental leave
- Option to work at our head office in Stoke-on-Trent, or at co-working spaces UK-wide

Application
Please visit our website to download the application form. To apply, please submit your completed application form to recruitment@artuk.org by 9am on Friday 12th January 2024. If you are experiencing issues downloading the document or require support in completing your form, please contact info@artuk.org. Forms must be sent in MS Word or a format compatible to MS Word. Please do not send PDFs. Applications sent as a PDF will not be accepted.

Interviews will be held via video call on Tuesday 30th January 2024. If you have not heard from us within three weeks of the closing date, please consider your application unsuccessful.

As part of our commitment to Equality, Diversity and Inclusion please note that we redact some details from applications ahead of the shortlisting stage to ensure the removal of unconscious bias. Details that we redact include (but are not limited to) references to protected characteristics, names of educational institutions and indications of political affiliations.