



# Shetland *arts*

## JOB PROFILE

<b>Role</b>	<b>Marketing Officer</b>
<b>Competency Level</b>	Supervisor/Officer
<b>Job Ref</b>	
<b>Rate</b>	£26,918.00 - £31,883.00
<b>Reports to</b>	Sales and Marketing Manager
<b>Responsible for</b>	N/A
<b>Key relationships</b>	Marketing Team Creative Opportunities Team Programmer Manager Cinema Programmer Retail Manager Customer Services Team Local and National Media

### Principle Aim

To assist the Marketing Manager in all aspects of marketing, including digital, print, press and PR both on and offline. Ensuring that sales targets are delivered, that all outputs, events and activities achieve maximum coverage in the relevant media and that the brand and image of Shetland Arts Development Agency remains positive.

### What you will do:

The following gives an indication of the duties and responsibilities that the post may involve. The exact nature of these duties and responsibilities will change over time and the post holder will be expected to work flexibly and carry out any work that is reasonably required.

1	Assist in the implementation of marketing and sales strategy through utilising promotional and publicity campaigns to maximise ticket sales
2	Raising the profile and visibility of Shetland Arts with existing and new audiences through the implementation of all promotional opportunities and media partnerships.
3	Oversee the production and distribution of print and all promotional and publicity outputs. To include collating copy and images, developing digital content, liaising with designers and printers to ensure delivery to deadlines, within budget and to the highest standard.
4	Ensure that the Shetland Arts website and Social Media accounts are regularly updated with correct and current content. Support the marketing manager in implementing marketing strategies to support marketing campaigns, and develop high quality content for digital distribution.

5	Keep up to date on current marketing practice to ensure Shetland Arts remains leader in its field with active membership of relevant marketing organisations and networks.
6	Ensure consistent and correct application and protection of the organisations brand and graphic style across all media both internally and by external users.
7	To take part in relevant training and to use that knowledge to train, coach and inform fellow staff members and volunteers.
8	To support an organisational culture of learning and continuous improvement by leading by example through your own personal and professional development.
9	Support an internal communication policy so all staff, volunteers and Board members have consistent up to date information and knowledge about Shetland Arts activities.
10	To undertake such other responsibilities as shall be assigned from time to time by the Marketing Manager and Senior Management Team.
11	Oversee the appearance of the front of house and public areas in conjunction with the Marketing and Head of Customer Services. Ensure that the highest standards and clarity of information for users is met.
12	Provide a Graphic Design service to Shetland Arts by offering creative solutions for print, advertising, digital, promotional and other marketing materials, develop concepts and generate finished artwork.
13	Undertake the administration of the design area and work with the Marketing Manager and Operations Team maintaining work schedules and budget as appropriate, including booking in and following through requested jobs to ensure deadlines are met.

## Competencies

<b>How you will do it:</b>	
<b>Attention to Detail</b>	<ul style="list-style-type: none"> <li>• Compares observations or finished work to what is expected to find inconsistencies</li> <li>• Questions items of data that don't look right</li> <li>• Works hard at getting it 'right first time, every time'</li> <li>• Does not take everything for granted; probes into detail</li> <li>• Sets an example to others so that their work improves</li> <li>• Remains aware and takes care of details that are easy to overlook or dismiss as insignificant</li> </ul>
<b>Commercial and Business Awareness</b>	<ul style="list-style-type: none"> <li>• Understands parameters of own role and relationship to other departments</li> <li>• Displays an understanding of competitor organisations</li> <li>• Controls obvious costs in own area</li> <li>• Looks for cost savings in relation to own work</li> <li>• Uses a system to monitor and control costs and resources</li> <li>• Does basic cost / benefit analysis</li> <li>• Considers cost implications of any proposed change</li> </ul>
<b>Team Working</b>	<ul style="list-style-type: none"> <li>• Supportive of the needs of others</li> <li>• Considers how own operational decisions can impact others</li> <li>• Provides input to help others to achieve their goals and solve their problems</li> <li>• Knows who the internal and external stakeholders are</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Communicates face-to-face where possible</li> <li>• Asks questions of their team to confirm and develop understanding</li> <li>• Gives timely information to people who need it</li> <li>• Seeks views of others where appropriate</li> <li>• Uses information to support their point of view</li> <li>• Able to simplify and rephrase poor communication</li> <li>• Uses different communication media appropriately</li> </ul>
<b>Creativity</b>	<ul style="list-style-type: none"> <li>• Understands the decision-making process</li> <li>• Adapts existing approaches to address new problems or situations</li> <li>• Makes realistic decisions regarding the best solution to pursue</li> <li>• Demonstrates a personal ability to apply creativity in problem solving</li> <li>• Discusses different aspects of problems to bring more structure in complex situations</li> </ul>
<b>Customer Focus</b>	<ul style="list-style-type: none"> <li>• Develops customer relationships through anticipating needs and seeking feedback</li> <li>• Monitors targets and deadlines in line with quality standards and takes appropriate action</li> <li>• Develops an understanding of the underlying needs of customers to provide the best service</li> <li>• Responds to the needs and feelings expressed by customers whilst considering the needs of the organisation</li> <li>• Uses customer feedback to solve problems</li> </ul>
<b>Planning &amp; Organising</b>	<ul style="list-style-type: none"> <li>• Builds flexible plans</li> <li>• Draws up a course of action for self and others to accomplish goals</li> <li>• Adapts/modifies plans as situations demand</li> </ul>

	<ul style="list-style-type: none"> <li>• Looks ahead and plans accordingly</li> <li>• Plans different courses of action before acting</li> <li>• Consults others in the planning process to get the best workable plan</li> <li>• Thoroughly assesses importance of requirements and plans accordingly</li> <li>• Adjusts work assignment schedules for self or others to meet changing work priorities</li> <li>• Identifies and communicates priorities in line with organisation and customer requirements</li> </ul>
<b>Developing Others</b>	<ul style="list-style-type: none"> <li>• Identifies individual development and training requirements and takes appropriate action to ensure they are met</li> <li>• Creates and uses on-the-job opportunities to develop team members</li> <li>• Works with individuals to agree and follow their development plans</li> <li>• Gives regular feedback on performance and conduct leading to a wide range of agreed development actions</li> <li>• Identifies and responds to negative behaviour or conduct and acts in line with organisational policy</li> <li>• Encourages self-development and peer support throughout the team</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Willing to take responsibility for a problem, even if not obviously within own remit</li> <li>• Delegates tasks appropriately</li> <li>• Able to work independently and seek guidance when needed</li> </ul>
<b>Judgement &amp; Decision Making</b>	<ul style="list-style-type: none"> <li>• Demonstrates confidence, and speed when necessary, in decision making</li> <li>• Uses judgement based on sound reasoning and experience to come to a decision</li> <li>• Makes timely decisions</li> <li>• Finds and uses all relevant available information</li> <li>• Decisions are usually correct, with hindsight</li> <li>• Makes necessary decisions even when information is limited or unclear</li> </ul>

## Person specification: Marketing Officer

	<b>Essential</b>	<b>Desirable</b>
<b>Personal features and qualities</b>	<p>Capacity to work under pressure in a calm friendly manner</p> <p>Ability to apply standards consistently</p> <p>Flexible, adaptable and responsive</p> <p>Self-motivated and able to work on own initiative</p> <p>Passion for high levels of Customer care</p> <p>Willingness to work flexible or unsociable hours as and when required</p>	<p>Passion for the arts.</p>
<b>Relevant experience</b>	<p>Demonstrable experience working with brands and corporate identities.</p> <p>Demonstrable experience of cultural and event marketing.</p> <p>Demonstrable experience of creating and designing content.</p> <p>Demonstrable experience of managing Print and Online Marketing Initiatives</p>	<p>Experience of working in a customer service environment.</p> <p>Experience of website management, content management systems and on-line ticket technologies.</p> <p>Photography experience.</p>
<b>Education</b>	<p>Educated to O'Grade, Standard Grades, or GCSE level or equivalent in English and arithmetic</p>	<p>Educated to degree level, or equivalent</p> <p>Design or marketing related training or qualifications.</p>
<b>Skills, abilities and knowledge</b>	<p>Good communication skills: fully computer literate and numerate.</p> <p>Proven ability in managing social media accounts, creating content and analysing performance.</p> <p>Proven ability to deliver projects within budget and deadlines.</p> <p>Demonstrable Experience with design software i.e. Canva,</p>	<p>Experience in using animation software (ie After Effects) and the creation of DCP files for cinema display.</p>

	InDesign, Illustrator, Quark, Photoshop, Dreamweaver	
<b>Other</b>	A proven commitment to accessibility and diversity	Ability to travel between Shetland Arts venues and events when required.