

# J U K E B O X

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## C O L L E C T I V E

<b>Job title</b>	<i>Marketing Coordinator</i>
<b>Department</b>	<i>Marketing</i>
<b>Reports to</b>	<i>Creative Director and Strategic Director</i>
<b>Responsible for</b>	<i>Freelance creative teams and partners</i>

### JOB CONTEXT

We are a community-rooted, youth-led collective nurturing tomorrow's creative voices. We do this through our multidisciplinary classes, academy and creative agency where we specialise in artist management, casting, curation & consultancy.

Jukebox Collective plays an integral part in shaping how Black and ethnic minority cultures are represented within the Welsh cultural sector. We are passionate about engaging young people and providing opportunities to increase the participation of underrepresented communities. This philosophy flows through our community programmes and professional work.

We are looking for a **Marketing Coordinator** to coordinate Jukebox Collectives' various marketing activities.

### PURPOSE AND SCOPE

The **Marketing Coordinator** will implement the marketing and communication strategy which supports all of Jukebox Collective's work. This will include (but not limited to) Marketing and Promotion, Content Creation, PR and Social Media whilst maintaining consistency in Jukebox Collectives messaging and brand identity.

### MAJOR RESPONSIBILITIES

- **Relationships and Teamwork** include:
  - Collaborating with key creative, design and project heads on all projects and campaigns.
  - Serving as a direct liaison with Collective members, including providing members with information about upcoming events and communication resources.
  - Managing the workflow with respect to deadlines, quality and accuracy.
  - Submitting regular reports to the Board of Directors on communications activities, engagement levels and progress.
  - Ensuring all content and activities align with the Jukebox Collective culture deck and messaging deck.
  - Helping other team members to prepare for workshops, training and any other events to ensure that all communications are accurate and consistent.

- **Marketing Strategy** including but not limited to:
  - Taking ownership for managing the marketing strategy.
  - Leading efforts to effectively market activities to diverse audiences through online, print and in-person products and channels.
  - Providing corporate marketing support, ensuring the consistent use of the Collective brand so the look, feel and image of the Collective is recognisable.
  - Briefing marketing assets to the Graphic Designer and following up to secure production deadlines.
  - Developing marketing strategies to increase awareness and engagement across the community classes, academy programme in order to reach student recruitment targets.
  - Responsive to all calendar activities, utilising opportunities to generate new business for example; live events, workshops and festivals.
  - Developing and presenting ideas on how we can reach our equality targets.
  - Translating key marketing communications in Welsh to ensure we engage with and reach a Welsh speaking audience.
  - Creating performance reports and conducting marketing data analysis.
  - Maintaining and continuously improving our web pages focusing on SEO working towards organic search optimisation and ROI maximisation.
  - Implementing the email marketing and newsletter strategy and report on conversions.
  
- **Communications and PR** include:
  - Managing the Marcom calendar
  - Identifying media opportunities and implementing campaigns around advocacy
  - Maintaining and updating the website with event announcements, photos, news, articles, newsletters, press releases etc.
  - Maintaining an in-depth database and liaison with key partners and media contacts.
  - Planning Mailchimp sendouts in accordance with key company dates and the calendar of activity.
  - Briefing and managing a team of freelance photographers, filmmakers, graphic designers etc.
  - Managing the creation, distribution, and maintenance of all print and electronic materials including:
    - a) Monthly e-newsletters for external audience of members, partners and supports.
    - b) Annual report for sponsors, supporters and Board of Directors.
    - c) Press releases, as needed.

d) Event announcements, invitations, programs and signage.

- **Social Media Content and Engagement** including but not limited to:
  - Actively build the Jukebox Collective social media presence and engagement, working towards targets set out in the Business plan.
  - Promoting community classes through paid and organic posts in order to reach attendance targets and audience growth.
  - Producing and planning deliverables and content for social media; developing creative content ideas, managing production, activating posts.
  - Scheduling posts across Twitter, Facebook and Facebook Live, Snapchat, Instagram and Pinterest.
  - Liaising with both the Academy Development Officer and Participate Officer to document content across the programmes.
  - Ensuring all content created for the calendars are scheduled in with all external and internal staff.
  - Generating innovative campaign concepts to increase awareness, engagement and following.
  - Staying on top of ways to amplify social media presence, grow audiences and increase engagement
  - Researching and nurturing relationships with online influencers & content creators.
  - Developing new and creative strategies for the amplification of existing content, including repurposing archive features.
  - Conducting research and analysis into engagement/activity on all platforms and use this to improve the digital engagement strategy.
  - Utilizing content captured by the youth team and providing feedback.
  
- **Events and Fundraising** including but not limited to:
  - Providing support to the Fundraising Officer as required.
  - Actively inputting into the development of documents, including fundraising proposals, publications and communication materials.

## PERSON SPECIFICATION

### Essential Skills and Experience

- UK based. We are open to applicants based outside of Wales.
- Minimum 1+ years experience in a marketing/communications/PR role.
- Bachelor degree in Marketing, Communications, Advertising or similar.
- Understanding of the social media landscape and developments.
- Brilliant knowledge of different cross-channel marketing strategies and tools.
- Keen eye for copywriting and curating photos.
- Ability to create good relationships with press, bloggers and influencers - via social and in-person at events.
- A resourceful, optimistic nature with a hands-on and flexible can-do approach and attitude.
- Excellent interpersonal and communication skills to build strong cross-functional working relationships.
- Excellent organisational and planning skills with the ability to prioritise.
- A creative thinker with a good understanding of creative environments.
- Proficient with email management systems.
- Innovative approach to marketing that doesn't always rely on print materials unless necessary.
- Hands-on experience running paid social campaigns and bidding, testing and optimisation in order to deliver results and meet key performance indicators.

### **Desirable**

- An interest in performing arts and community with an awareness of current trends is desirable for this role in order to understand the target audience.
- Network of contacts in the media industry across South Wales.
- Experience working in an arts environment or for arts organisation

### **Summary**

#### **Location**

Cardiff

#### **Hours**

Part Time 2 - 3 days Per Week

#### **Salary**

£12.50 - £14.50 per hour. Depending on experience.

#### **Contract**

3 month probation period

**To Apply:** Please send a cover letter and your CV to: [jobs@jukeboxcollective.com](mailto:jobs@jukeboxcollective.com)

#### **Closing Date**

December 8th 2022

#### **Website**

<http://www.jukeboxcollective.com>

**\*\*\*We reserve the right to withdraw post early upon finding the right candidate\*\*\***

*Jukebox Collective is an equal opportunities employer.*