

Fusion - Oxford's Community Arts Agency

East Oxford Community Centre, Princes Street, Oxford OX4 1DD

Phone: 01865 245735 email: info@fusion-arts.org

Job Title	Digital Marketing, Communications and PR Manager
Terms	Full time or 0.8 FTE (4days a week) considered. We are happy to consider part-time and job shares. Some flexible working is needed and expected.
Salary	£27000-29000 FTE / pro rata (Applications for role to be self employed may be considered if preferred)
Responsible to	Artistic Director (AD)
Purpose of Post	To manage and coordinate marketing and press communications for Fusion Arts. To work with colleagues to develop and deliver an effective dynamic communications strategy. To highlight opportunities for involvement and support. To tell participant stories and amplify the diverse voices from within our communities.

Working Relationships:

1. Direct and day-to-day responsibility to the Artistic Director
2. Close working relationship with the Artistic Director and all Fusion Arts' staff
3. Contact with centre users, artists, partner organisations and board members
4. Regular contact, planning, collaboration and co-creation with Marketing/Press from partner organisations, funders
5. Work effectively with creative agencies and other suppliers (photographers, filmmakers and content generators)

Key Tasks:

- To tell the many different stories that make up Fusion Arts.
- To work closely with colleagues to plan and implement strategies as part of a fast paced dynamic team.
- To plan, deliver and evaluate a variety of different marketing campaigns.
- To create and manage digital content across multiple channels including press, social media, newsletter and websites.
- To take advantage of opportunities, be spontaneous and responsive.
- To manage and administrate 'membership/accounts' for numerous channels.
- To act as a point of contact for social media enquiries
- To maintain and regularly update Fusion Arts' website with relevant and meaningful creative content
- To assist with the planning, development, and evaluation of Fusion's Artistic Programme.
- Capture stories from communities to generate fresh written and digital content.

- To develop and engage project participants, volunteers and supporters.
- To highlight opportunities to and support users, customers, clients and stakeholders to tell their stories.
- To work closely with, manage, and commission relevant freelancers/contractors content producers: - photographers, filmmakers, graphic designers, artists.
- To line manage any ad hoc marketing support staff, interns and volunteers.
- To drive positive awareness of Fusion Arts, its projects, partners, participants, and local communities.
- To act as the representative of Fusion Arts at marketing meetings and events.
- To build and maintain positive relationships.
- To advocate for the arts, social justice and wellbeing at a local, national and international level.
- To advocate for artists, the arts, arts, health and wellbeing.
- To work in partnership with other organisations.
- To work in partnership with funders to tell our part in their story.
- Develop and maintain good relationships with key media contacts at a local and national level.
- Skillfully pitch stories especially to established traditional press.
- Work with colleagues/partners/funders/ to plan and maximise announcements and exploit opportunities for joint working.
- Work closely with cultural partners and other organisations managing the delivery of campaigns to ensure all messages are consistent and communications activity maximised.
- To use your excellent storytelling skills to help share our passion for positive social impact through the arts.
- Deliver creative, proactive features, stories and social media content and campaigns.
- Work with colleagues to produce quarterly and end of year Activity and Impact Reports and other internal progress reports as necessary

Other tasks

- Undertake day to day administration as required, including the maintenance of accurate information.
- The duties of the post may vary from time to time without changing the general character or the level of the responsibility entailed.
- Present initiatives and information at quarterly Board meetings, being an active part of any relevant marketing sub-committees.
- Attend annual review interview.
- Adhere to and regularly update yourself with Staff Handbook / policy documents.

Person Specification Form

Specification	Essential	Desirable
Experience	Of working in communications and marketing for 3 years minimum or alternative demonstration of marketing and communications experience.	Experience of understanding and implementing of equal opportunities issues
	Of developing successful and engaging campaigns	Of managing freelancers
	Of campaign management	Of working in participatory arts/community arts environment

	Of working in Arts and/or Charity sector	Experience of a range of art forms and/or arts practices
	Of writing press releases and relevant content for media use	A relevant degree level qualification
Knowledge	Digital platforms, UX/UI and what makes a difference	Of the arts funding system / ACE/ Local authority structures
	Good understanding and knowledge of issues affecting local and global communities relating to social justice	Of understanding and implementing of equal opportunities issues
	Of Analytics, data creation, metrics and evaluation.	
	Working knowledge of relevant copyright and data protection laws	Knowledge of contracting, risk assessment and health & safety procedures
Skills	A high level of computer literacy	Of relevant graphics and video editing software; of relevant email marketing platforms; of relevant online event ticketing services; of using back end and front end website interfaces to produce and curate content
	Excellent written communication skills	A relevant degree level qualification
	Excellent visual communication skills	A relevant degree level qualification
	Excellent organisational skills and the ability to manage multiple priorities	
	Ability to set targets and monitor progress	
Qualities	Attention to detail	
	Ability to work on own initiative and as part of a small team	
	Passionate for equality, social justice, to give back and make a difference	
	Creative, self-motivated and resourceful	
	Ability to work under pressure and to tight deadlines	
	Good a working with the public and ability to work with a range of people in both professional and informal settings	