



JANUARY 2019

MARKETING AND COMMUNICATIONS COORDINATOR

Dear Applicant,

Thank you for your interest in working with Absolutely Cultured Ltd. Built on the foundations of the company which delivered Hull's year as UK City of Culture 2017, working for Absolutely Cultured Ltd offers you a unique opportunity to gain experience and develop skills in an organisation that continues to play a leading role in Hull's future as an arts company rooted in the city. In a city where creativity thrives, we are proud to commission a world-class arts programme for residents and visitors, working with partners inside the city and across the UK to cement Hull's reputation as a centre for culture and creativity. Our events inhabit and animate Hull's incredible outdoor spaces and we work with artists who create work which connect people and communities.

Absolutely Cultured Ltd aims to be a good employer with fair employment practices and policies to support this ambition, and we pride ourselves on having a workforce that is friendly, committed and hard working.

If you join us you will grow as a person and a professional. As an employee you will need to be committed to ensuring that all individuals are treated with respect and valued for their work. In return, whatever your role within the organisation, you will be encouraged to continuously develop your knowledge as well as offering your skills to others. You will also have the opportunity to make a real contribution to the future work of Absolutely Cultured Ltd.

We are committed to providing equality of opportunity for all staff and welcomes applications from all individuals for advertised jobs that match their skills and interests.

We are committed to the fair treatment of all employees and applicants and require all employees to abide by and adhere to this general principle. We aim to meet both our statutory duties in relation to equal opportunities by complying with the terms of the Equality Act 2010, and to follow accepted good practice in this area.

As well as information specifically related to the position of Marketing and Communications Coordinator at Absolutely Cultured, this recruitment pack provides the following information:

- Details on how to apply
- Information about Absolutely Cultured
- Job Advert, Job Description and Person Specification
- Employment Terms and Benefits

I hope that you find this information helpful, and we look forward to receiving your application.

Yours faithfully,

Jo Franklin
Business Director

ABOUT ABSOLUTELY CULTURED

Built on the foundations of the company that delivered Hull's year as UK City of Culture 2017, Absolutely Cultured continues to play a leading role in Hull's future, as an arts company rooted in the city.

Absolutely Cultured will capitalise on the success of 2017, both through its own work and through working collectively with other partners in the city and colleagues across the cultural sector, to ensure Hull's reputation as a centre for creativity and culture is upheld.

Our core purpose is to commission and produce a high quality, ambitious, surprising and imaginative programme of cultural events. Our events inhabit and animate Hull's incredible outdoor spaces and we work with artists who create work which connects people and communities. We also continue to partner with national organisations to bring significant events to the city.

Alongside our commissioned work we programme and run Humber Street Gallery, now a firm fixture in the ever-evolving Fruit Market area of Hull, and develop our award-winning City of Culture Volunteer programme, continuing the opportunity to put people at the forefront of the city's iconic voice.

We are dedicated to supporting and developing the cultural sector in the city and further afield through direct initiatives and through sharing knowledge and learning. We are also committed to creative education and access to cultural opportunities, with all of our projects carrying a learning and engagement strand.

In a city where creativity thrives, we are proud to commission a world-class arts programme for residents and visitors. Made in Hull, but with a far-reaching ambition, we are and always will be Absolutely Cultured.

HOW TO APPLY

Absolutely Cultured is committed to providing equality of opportunity for all staff and welcomes applications from all individuals for advertised jobs that match their skills and interests.

Job Description and Person Specification

The job description and person specification outline the role purpose and key accountabilities of the post as well as the experience, knowledge and skills that we are looking for. You should make sure that you meet all the essential criteria and demonstrate this through your application.

Equality Monitoring

We ask candidates to provide equality monitoring information by completing our Equal Opportunities Form so that we can monitor our equality policy and practices. The information you provide will not impact on the consideration of your application and will be used solely for the purpose of monitoring.

How to Apply

To apply email a covering letter, curriculum vitae and equal opportunities form to recruitment@absolutelycultured.co.uk.

Applications must be completed and submitted by midnight on Sunday 3rd February 2019.

If you have any questions or want to discuss the post before applying, please contact us via email to recruitment@absolutelycultured.co.uk.

Interviews will take place on Friday 22nd February 2019.

We would like to thank you for your time and effort in submitting your application.

JOB ADVERT

Absolutely Cultured are looking to appoint a Marketing and Communications Coordinator to bring creative flair and imagination to our Marketing and Communications team. You will work closely with colleagues in the Marketing and Communications team and across the organisation to help us deliver high quality, multi-channel campaigns to engage a range of audiences that include: the media, the public, volunteers, businesses, partners and funders. The role will primarily focus on marketing, but you will work across the programme delivering all aspects of our campaign planning, brand management and audience development strategies.

Marketing and Communications Coordinator

£22,000-£25,000 per annum, DOE

Full time, 37 hours per week, fixed term until March 2021

Further information about the role as well as details of how to apply can be found via:

<https://www.absolutelycultured.co.uk/get-involved/jobs-and-tenders/>

Visit www.absolutelycultured.co.uk to find out more about Absolutely Cultured.

Closing date for submitted applications is Midnight, Sunday 3rd February 2019.

Interviews will take place on Friday 22nd February. Please indicate in your cover letter if you will be unavailable on this particular date.

Absolutely Cultured is committed to equality and diversity.

JOB DESCRIPTION

POST:	Marketing and Communications Coordinator	DEPARTMENT:	Marketing and Communications
REPORTS TO:	Media and Communications Manager	DIRECT REPORTS:	N/A

LOCATION: Hull

SALARY: £22,000 - £25,000 per annum, DOE

CONTRACT TYPE: Full time, 37 hours per week, fixed term until March 2021

PURPOSE:

We are looking for a skilled communicator to bring creative flair and imagination to our marketing and communications work. You will work closely with colleagues in the Marketing and Communications team and across the organisation to help us deliver high quality, multi-channel campaigns to engage a range of audiences that include: the media, the public, volunteers, businesses, partners and funders. The role will primarily focus on marketing, but you will work across the programme delivering all aspects of our campaign planning, brand management and audience development strategies.

RESPONSIBILITIES:

- Attend team meetings and contribute to the planning of marketing and media campaigns.
- Gather information for the development of marketing and communications materials such as press releases, advertising and publications.
- Manage suppliers including: agencies, photographers and designers to develop and deliver marketing and communication materials, on time and within budget.
- Evaluate the effectiveness of campaigns in meeting the required objectives and ensure learning is taken forwards.
- Research and write original content and or edit existing copy for Absolutely Cultured's printed publications, website, social media channels and other marketing materials and content.
- Plan and deliver digital projects such as online advertising campaigns as agreed with the team.
- Ensure that monitoring and reporting of activity is up to date and comprehensive, enabling us to accurately measure our effectiveness.
- Support a range of marketing and media activity, including photo calls, press briefings, interviews.
- Manage internal and external enquiries effectively and in a timely fashion.

- Communicate and collaborate with staff, funders, partners and external stakeholders as necessary.
- Keep up-to-date with emerging digital trends and technologies, as well as sharing insights with colleagues and feeding into the decision process around developing current and emerging new platforms.
- Champion a new organisational brand, ensuring consistent roll out across the company.
- Undertake any other responsibilities, tasks or activities as reasonably required by Absolutely Cultured.

PERSON SPECIFICATION:

- Ability to manage time effectively and cope with a demanding workload while maintaining good humour, diplomacy and confidentiality.
- Confident, with a solutions focused work ethos.
- Meticulous attention to spelling and grammar.
- Excellent attention to detail and accuracy.
- Interest in contributing beyond areas of specialist responsibility.
- Knowledge and interest in arts, cultural and creative industries.
- A passion for digital and innovation.
- Ability to work outside of typical working hours.

REQUIRED SKILLS & EXPERIENCE

- 2+ years' experience in a similar role (in-house or agency) in a digital, marketing or communications environment.
- Strong ability to project plan whilst remaining flexible to tight timeframes and last-minute requests.
- Significant experience working with / using social media tools, including a strong understanding of best practice.
- Demonstrable experience developing content and campaigns for online platforms and products.
- Significant experience working with content management systems and basic HTML.
- Solid writing skills and ability to prepare and / or edit clear, concise oral and written copy for a wide range of audiences.
- Ability to apply a clear, logical and coherent approach to the analysis and interpretation of information from a range of sources.

DESIRABLE SKILLS & EXPERIENCE

- Ability to adapt to the developing needs and demands of the business.
- Ability to work independently and as part of a team.
- Strong ability to build working relationships with colleagues and external stakeholders.

HOW TO APPLY

Please send the following documentation to recruitment@absolutelycultured.co.uk:

- Curriculum Vitae
- Cover letter/support statement – this must be no more than two sides of A4
- Current salary and any salary expectations
- Completed equal opportunities monitoring form

CLOSING DATE: Midnight, Sunday 3rd February

INTERVIEW DATE: Friday 22nd February

FURTHER INFORMATION

Absolutely Cultured is an equal opportunities employer and welcomes applications from all sections of the community.

For more information on Absolutely Cultured visit our website www.absolutelycultured.co.uk

EMPLOYMENT TERMS AND BENEFITS

Marketing and Communications Coordinator

Details of the post are given below and in the job description. You should take care to show in your application how you can fulfil the requirements of the job.

Term of Appointment

This is a fixed term until March 2021, subject to pre-employment checks.

Hours

Your contracted hours of work are 37 hours per week, from Monday to Friday.

Pay

The salary will be £22,000 - £25,000 per annum, DOE.

Pension

Pension benefits are provided under the company pension scheme.

Annual Leave

The annual leave allowance is 25 days per annum pro rata plus all statutory holidays.

Event Tickets

Where possible staff will be allocated tickets to Absolutely Cultured and partner events.

Additional Benefits

Employees also have the opportunity to participate in Absolutely Cultured events and activities, including a wide range of learning and development activities.

Place of Work

If you are applying for a non-Gallery related post most of the work will be based at our offices Pacific Exchange on the High Street in the Old Town of Hull, but the postholder will also be required to work at the Gallery on Humber Street in the Fruit Market from time-to-time and alternately if the related post is Gallery related. National and international travel may also be required where necessary.

Probationary Period

All appointments are subject to satisfactory pre-employment checks, which may include a Basic Disclosure and Barring Service (DBS) check subject to the position you have applied for. Further

details will be provided when an offer of employment is made or are available on request. This position is subject to a 3 month probationary period.

Equality

Absolutely Cultured believes in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will therefore disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no unfair discrimination on the basis of disability. If you would like to submit your application in a different format, we are happy to allow this. Please contact us via recruitment@absolutelycultured.co.uk so that we may discuss suitable alternatives.

Data Protection

Absolutely Cultured is committed to protecting your privacy. All personal data given as part of your application will be held and processed securely by us in accordance with the GDPR and Data Protection Act 2018. It will be used to administer your application in the recruitment process and to monitor our equal opportunities policy and practices.

Application forms of successful candidates will be retained by Absolutely Cultured and will form the basis of the employment contract and personnel record. Application forms of unsuccessful candidates will be retained for a maximum of 6 months and then securely destroyed. Your information will not be passed to any other third parties during the recruitment process.

By submitting your completed application form you are consenting to your personal data being used and held as described above.

Please ensure that the information you give to us is correct and that you let us know of any changes as soon as possible.