


C F C C A
E O H O R
N R I N T
T N T
R E E
E S M
E P
O
R
A
R
Y



Marketing and Communications Coordinator Application Pack May 2019

Thank you for your interest in the Marketing and Communications Coordinator role. In this application pack you will find details of how to apply, background information on the Centre for Chinese Contemporary Art (CFCCA), the job description and information on the application process.

Overview

The Marketing and Communications Coordinator will work with the Development and Marketing team to deliver the organisation's marketing and communications strategy using traditional and new media to promote CFCCA's work, growing the public profile and reputation of the organisation. This vital role will also champion audience development, increasing visitor diversity, reach and engagement while driving footfall.

About CFCCA

Centre for Chinese Contemporary Art (CFCCA) is the leading authority on Chinese contemporary art in the UK, we encourage conversation, spark debate and promote global exchange on contemporary world issues.

The organisation has a rich history of supporting both national and international audiences and also local communities to understand more about Chinese contemporary art, culture and society. We create meaningful encounters between artists and audiences through a lively public programme of exhibitions, artist residencies, engagement projects and events both on site and in partnership with other cultural institutions.

Founded in Manchester's Chinatown in 1986 as a festival of Chinese culture that aimed to bridge the gap between the UK and Chinese communities, CFCCA has evolved over three decades, three venues and two name changes but has remained consistent in its mission to support emerging artists to originate, present and promote exceptional contemporary art.

We are a small but ambitious arts organisation, with a strong 'family' of volunteers, artists, schools and community organisations that have been instrumental in shaping our programme.

Our Venue

CFCCA is based in Manchester's lively Northern Quarter. As a vibrant artistic city, Manchester is home to a busy population of artists and creators and CFCCA is proud to be part of the area's thriving contemporary arts scene.

Our RIBA award-winning building houses 2 galleries, a purpose built residency studio and accommodation, offices and a shop. On the lower level of the centre, the Jasmine Suite offers a perfect setting for a wide range of functions and events.

Our Funding

CFCCA is an Arts Council National Portfolio Organisation (NPO) and is one of the highest funded visual arts organisations in the North West. Other support comes from a variety of sources, including partnership support, project grants and earned income from both UK and overseas sources.

For further information about CFCCA please visit our website: www.cfcca.org.uk

How to apply

To apply for the post please send a CV of no more than 2 sides of A4 and a statement outlining how you meet the person specification and how your experience relates to the job description. Please also include the names and contact details of 2 referees.

Applications should be clearly marked 'Marketing and Communications Coordinator' and sent via email with completed Equality Monitoring and Further Information forms for the attention of Zoe Dunbar to:

zoe@cfcca.org.uk

CFCCA is an equal opportunities employer and welcomes applications from all sections of the community. Please complete our Equality Monitoring form and return with your application. All information is treated as strictly confidential in compliance with the Data Protection Act.

Key dates

The deadline for applications is **Monday 15th July at 12pm**. Please note that late applications will not be accepted.

Interviews will take place at Centre for Chinese Contemporary Art on **Friday 26th July**.

Centre for Contemporary Chinese Art

| | |
|------------------------|--|
| Job Title: | Marketing and Communications Coordinator |
| Hours of work: | Part time, 0.8 FTE, (30 hours per week), permanent. Includes some weekend and evening working. |
| Annual leave: | 21 days per annum plus public holidays. Increasing by 1 day for every year of service to a maximum of 25 |
| Salary: | Coordinator Grade, £18,000 - £20,000 |
| Responsible to: | Development and Marketing Manager |

Job Purpose

To support CFCCA's vision to be the leading authority on Chinese contemporary art in the UK, furthering understanding of Chinese contemporary culture and creating meaningful experiences for audiences.

The Marketing and Communications Co-ordinator will work as part of the Development and Marketing team to deliver the organisation's marketing and communications strategy using traditional and new media to promote CFCCA's work, growing the public profile and reputation of the organisation. This vital role will also champion audience development, increasing visitor diversity, reach and engagement while driving footfall.

Key Areas of Responsibility

All roles within the CFCCA team work towards a common goal to support delivery of CFCCA's vision through 5 corporate objectives of Programme Excellence, Engagement, International Reach, Research, and Organisational and Financial Resilience. The Marketing and Communications Co-ordinator supports delivery of these objectives through the following areas of responsibility:

Marketing and Communications

- Maintaining all communication channels to maximise public awareness of CFCCA's work
- Producing and disseminating CFCCA's monthly e-newsletter, growing subscribers
- Coordinating effective and timely production and distribution of all CFCCA print, including the 6-monthly What's On brochure
- Maintaining the CFCCA website, ensuring that content is correct, up-to-date and reflects the organisations mission and ambitions
- Maintaining an active presence online through social networking and other digital media, increasing engagements and followers and maintaining listings
- Co-ordinating the successful and consistent use of CFCCAs brand and implementation of brand guidelines

PR and Media

- Co-ordinating CFCCAs media relationships, exploring new partnerships and contacts to increase press and media presence
- Co-ordinating campaign plans to raise profile and drive footfall
- Coordinating programme information for press in a timely manner, producing press releases and coordinating press days to an agreed timetable
- Maintaining an up to date archive of CFCCA press activity

Audience Development and Stakeholder Management

- Co-ordinating implementation of the CFCCA audience development strategy to grow visitor numbers, public profile and reputation
- Championing audience development objectives within the organisation, influencing programme planning and approaches
- Maintaining VIP mailing lists and newsletter subscriptions, overseeing e-newsletter distribution, mail outs for CFCCA private views and special events
- Co-ordinating audience research to inform development of the CFCCA audience development plan
- Promoting venue hires, retail and donations to attract new customers
- Championing a high quality visitor welcome, co-ordinating onsite signage, external graphics and messaging

Evaluation and Reporting

- Maintaining accurate and up to date audience data and statistics for reporting and development purposes through Audience Finder
- Maintaining accurate and up to date budgets and financial records of marketing and communications spend
- Providing the Business Development Co-ordinator with key statistics to compile evaluation reports for external funders and stakeholders

General Duties

- Deputising for the Development and Marketing Manager in appropriate environments
- Being a responsible key holder for the building
- Performing all tasks in line with Equal Opportunities, Environmental and Health and Safety policies
- Covering front of house duties as and when required
- Supervising and delegating key tasks to volunteers when required
- Being aware of the role and responsibilities of the charity and Trustees
- Undertaking other duties as required and as commensurate with the level of responsibility

Where the post-holder is disabled, every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job. If, however, a certain task proves to be unachievable job redesign will be pursued.

Person Specification

All posts at CFCCA require:

- The right to work in the UK
- A high level of spoken and written English
- A good level of IT proficiency including Microsoft Office applications, and a willingness to develop your computer knowledge and skills as required to deliver your role
- A willingness to commit to CFCCA's policies as outlined in the staff handbook
- A commitment to promote CFCCA and its core activities, programme and objectives
- Reasonable flexibility in your working hours, depending on your role and subject to negotiation with you
- Proactive approach to team working, supporting and enabling others within a small but ambitious arts organisation

In addition, you will have the following experience, knowledge and skills:

Essential:

1. At least 2 years demonstrable experience in a marketing/communications role, in the arts/culture sector
2. Knowledge and understanding of audience development, through relevant experience or qualifications
3. Excellent written communication skills
4. Proficiency in the use of specialist software packages including Adobe Illustrator, Photoshop and alternative online marketing tools including Wordpress
5. An eye for detail
6. Experience in a customer facing role
7. Excellent presentation skills
8. A proactive and flexible approach to work
9. Willingness to adhere to all of CFCCA's policies including Health and Safety and Equal Opportunities
10. Willingness to work the indicated hours including working occasional evenings and weekends

Desirable:

- Knowledge of and keen interest in contemporary visual arts, design and culture
- An understanding of methods of evaluation and experience in reporting to funding bodies
- An awareness of data protection legislation