

Communications & Digital Officer

We are seeking a Communications & Digital Officer to join the team as a vital core staff member. This role will help deliver the organisation's year-round schedule of live literature events (including the Ilkley Literature Festival) talent development programmes and activities for children and young people.

We are a small core team, so this is a crucial position that will support our strategic ambition to transition our organisation into a year-round literature development agency. This role will also support event delivery throughout the year.

Employment & Hours

- Full-time, permanent role
- 35hrs per week
- Weekend and evening work as required to support event delivery.
- Standard office hours are 9.30am-5.30pm with a one-hour unpaid lunch break.

Salary

£26,000 per annum

Annual Leave Allowance

28 days inclusive of Public Bank Holidays

Responsible to

Director; Partnerships & Operations Director

Purpose of role

Work with the Senior Management Team to develop the external voice of Word Up North, ensuring communications and content are consistent with our strategic vision. The Communications & Digital Officer (CDO) will research, devise, and deliver the overall marketing, communications, digital content creation and audience development plans for the organisation. The role of the CDO is to elevate the profile and work of Word Up North locally, regionally, and nationally and to enable the organisation to achieve its strategic aims for income generation, audience engagement, and inclusivity and relevance. This role also supports event delivery during the Ilkley Literature Festival and other key periods throughout the year.

Tasks & Responsibilities

These will include, but not be limited to:

Communication Strategy Development

- Work with the senior management team to develop Word Up North's communication strategy.

- Translate the strategy into effective communications, marketing and audience development plans for Word UP North's four activity areas (Live Literature Events; New Writing & Talent Development; Creative Communities; and Children & Young People)
- Keep up to date with developments in the communications sector, including digital technologies relevant to the creative and cultural industries.

Communications & Marketing

- Develop plans and campaign schedules for Word Up North's activity areas, set targets, monitor effectiveness and measure ROIs.
- Work with the senior management team on brand identities and artwork design briefs, ensuring consistency across all communications in use of Worth Up North's brands and sub brands.
- Lead on copy creation for all print & digital communications, including marketing materials and press releases.
- Plan, coordinate and deliver Word Up North's social media strategy across all platforms, alongside temporary staff and interns where relevant.
- Manage and monitor devolved marketing budgets as requested.

Understanding Audiences and Utilising Data

- Utilise Word Up North's CRM system to plan and monitor effective campaigns based on intelligent use of customer data and insight.
- Understand Word Up North's existing and desired audiences and develop data-driven plans to meet targets for inclusivity and income generation.
- Work with the Senior Management Team to support reporting requirements on audience data for funders, including Arts Council England and Bradford MDC.

Content Creation, Capture and Distribution

- Produce high quality creative digital content across a range of media, including video, audio and graphic design.
- Increase our digital audience reach by developing compelling content stories about our work which engage existing and new audiences.
- Manage online content ensuring websites and other platforms are up-to-date, accessible and consistent in tone.
- Manage WUN's digital asset libraries.

Project Management

- Undertake management of digital projects as required by Senior Management Team
- Manage devolved project budgets and resources as required.
- Manage relationships with internal and external freelancers, project partners and stakeholders.
- Contribute to the writing of funding applications and evaluation reports as required.

Event Support & Delivery

- Assist with event management, set-up and strike down of Word Up North events, including some evening and weekend working, particularly during Ilkley Literature festival and other key activity periods.

Box Office & Sales

- Support the Box Office Manager in the lead up to, and during the Ilkley Literature Festival on-sale period(s)
- Support ILF's Box Office function by taking ticket bookings via phone and post during peak times using Box Office CRM system.
- Work with the Box Office Manager to identify events requiring additional marketing support and develop ways to support sales.
- Maintain Word Up North's high standards for providing excellent customer service for all box office enquiries and when dealing with customer queries, returns and complaints.

IT and Systems

- Maintain a good working knowledge of all Word Up North's IT systems and software packages as required to carry out the role.
- Support the senior management team in identifying and monitoring Word Up North's hardware and software needs, in line with the role.

Office Management

- With colleagues, share responsibility for monitoring shared mailboxes and dealing with enquiries as appropriate.
- Support Word Up North's team communications as required, including scheduling meetings in the team calendar and taking notes.
- Support colleagues to maintain a clean and tidy office, including regular disposal of recyclable materials and general waste.

General

- Actively engage with Word Up North's vision, mission, values and policies, including diversity, equality and inclusion, health & safety, data protection, safeguarding and evaluation and monitoring.
- Any other duties that are commensurate with the post.

What we are looking for

Essential

- Min 2 years' experience in a similar communications role, ideally in an arts setting.
- Excellent communication skills, written and verbal, including good grammar.
- Strong creative, copywriting and editorial skills, with a proven ability to create and adapt content and copy to fit a target audience.
- Outstanding attention to detail.
- Exceptional IT competence: Mac Book, Adobe, Microsoft Office platform, databases, and CRM systems.
- Knowledge and understanding of social media platforms, including Facebook, Instagram, YouTube and Twitter (X), and how to effectively engage target audiences.
- Experience using digital content scheduling software and analysing engagement statistics to improve digital content performance, including Google Analytics data.
- Experience of using graphic design software, including InDesign, to create digital marketing content, presentations, print material and other visual content.

- Experience with video editing software (Adobe Premiere Pro, After Effects or similar) to create online video content.
- Very well organised, able to prioritise and plan own work; multi-task, take responsibility in decision making, and work to meet strict deadlines.
- Experience of working with internal and external stakeholders.
- Able to lead on a programme of work.
- Able to monitor and control budgets.
- Able to use own initiative and make decisions under pressure.
- Able to adapt to rapidly changing priorities and sustain a high level of energy and concentration.
- Thrives within a small team.
- Driven, flexible and reliable, with a positive, proactive attitude and a passion for self-development.
- Flexible approach to working hours to meet the needs of the organisation.
- A commitment to Word Up North's vision, mission and values.

Desirable

- Social media savvy and aware of key trends.
- Keen interest in literature, arts and cultural events.
- Driving licence and access to a vehicle.

Location

You will be working in the organisation's office in Ilkley, West Yorkshire. You will need to be able regularly commute to and from Ilkley. Trains run direct to Leeds and Bradford.

To Apply & Interviews

If you are interested in the role, please complete the application form: [Communications & Digital Officer - January 2024](#)

The deadline for applications is **23:59hrs Thursday 22 February 2024**

Interviews will be held on Thursday 29 February. These will be conducted in person by the Director and Partnerships & Operations Director at the Word Up North office (9 The Grove, Ilkley LS29 9LW), You will also be asked to complete two short, timed tasks.

If you have any questions or queries about this role, or the application form, please contact us via recruitment@wordupnorth.org.uk

Diversity, Equality & Inclusion

We are committed to developing and retaining a workforce that is representative of the diverse communities that we serve. We're striving to build an inclusive workplace culture where all employees feel valued, and our rich diversity is celebrated by everyone.

We encourage people from all sections of our community to apply for jobs with us. We particularly welcome Black, Asian and Minority Ethnic, disabled, male and trans applicants because these groups are currently under-represented in our workforce.