



KINETIKA
DESIGN THAT MOVES

119 Artist Studios
High House Production Park
Purfleet-on-Thames
Essex RM19 1AS

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Position:	Marketing and Communications Manager
Contract type	Freelance. 2 days/ week/ 50 weeks a year until 31 st March 2023
Salary/fee:	£150 per day (equivalent to £15,000 per annum)
Reporting to:	Artistic Director, Business Manager
Collaborating with:	External consultants and agencies as appropriate including PR, social media and technical support.

ABOUT KINETIKA

<https://kinetika.co.uk/about-us>

Kinetika is an internationally renowned company, specialising in creating large-scale hand-painted silks. For over 20 years we have been combining world-class design with community projects to produce spectacular outdoor commissions that engage diverse audiences wherever we work.

Founded by artistic director Ali Pretty in 1997 and inspired by her training in carnival arts in Trinidad and India, Kinetika now has an unrivalled reputation for working with local communities on projects that change the way people feel about where they live. From local community walks in Essex to high streets and city squares across the UK, out to the Great Wall of China, Ethiopia and West Bengal.

Kinetika Design Studio – our commercial arm has been commissioned to design and manufacture bespoke silks to commemorate special occasions and for ceremonies at high profile events such as the Royal Opera House Deloitte Ignite Festival, Atlanta Olympics, FIFA Club World Cup and Milan Expo.

Kinetika People – our charitable arm is known for its high-quality community engagement work, running participatory programmes, workshops and artist training schemes, which aim to nurture new artistic talent and engage communities, raising aspirations and building a sense of place.

PURPOSE OF POST

To manage, develop and coordinate the communications and marketing strategy to build and support our local and international profile as a leading outdoors arts organisation in the UK. This is a stand alone role incorporating both strategic and administrative elements, working closely with the Artistic Director.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Kinetika People, a Charity Company Limited by Guarantee. Company number 03482858. Charity number 1160439.
Kinetika Design Studios Limited. Company number 08578617.
Registered office address: 119 Artist Studios, High House Production Park, Purfleet-on-Thames, Essex RM19 1AS.

IMPORTANT NOTES

In order to create and deliver the key content and programmes associated with this position, we recognise that additional funding may be required, and a budget of up to £5,000 has been allocated for 2021 activities. In addition, as our organisational programmes and projects develop, additional resources may become available, and some additional capacity may be required, which will be funded separately.

SCOPE AND RESPONSIBILITIES

Strategy

Working with the Artistic Director, you will develop, submit for approval and be responsible for the delivery of a communications and marketing strategy that supports both our current activities and longer-term strategic plans.

Working alongside the core team, you will be the organisation's communications lead ensuring consistency, quality and effectiveness of our key messages both internally and externally across both digital and traditional channels. This will include supporting the core team in the planning and development of projects, ensuring that marketing and PR strategies and protocol (use of hashtags etc) are incorporated into project planning as effectively as possible, and that creative opportunities to strengthen and grow them are fully exploited.

Brand and Identity

Be a gatekeeper for ensuring consistency of our brand and identity. This will include managing the design, production and delivery of all marketing materials for digital and print, ensuring that materials are of a consistently high quality and are appropriately branded to reflect the company ethos and identity.

Digital Presence

Lead on the development and management of Kinetika's digital presence. This will include:

- the maintenance of the company websites, regularly updating content, developing SEO and optimising content and liaising with designers/developers.
- managing our social media platforms and all content, increasing audiences and engagement of our activities and ensuring an aligned approach across our programmes and projects.
- manage a regular schedule of digital newsletters to communicate with our contacts and stakeholders, including gathering and creating regular content.
- regular updating and maintaining the contacts database, ensuring GDPR is adhered to and proactively developing key areas as needed.
- responsibility for any rights clearances and approvals for use of branding and imagery with 3rd parties.
- Responsibility for ensuring images used have the correct permissions and credits as appropriate.

For all digital activity, analytical data will need to be reported on and analysed regularly.

PR

Develop PR programmes that promote engagement with Kinetika's activity, ensuring that the company has strong visibility across a range of media, and is properly credited where necessary. Liaise with key staff who represent Kinetika publicly ensuring clear and consistent organisational messaging. Grow and maintain a network of media contacts, devising and delivering press campaigns, supported by external PR consultants or PR agencies as required.

Representation

Representing Kinetika through sector gatherings and networking events as needed and contributing to the development and management of stakeholder relationships.

General

Source, liaise and oversee provision from external suppliers (which may include specialist consultants, technical support, designers and printers), ensuring best value and that work is completed satisfactorily.

To effectively maintain, develop and archive all documentation (film, photography, press) of all projects, and to ensure that the quality of newly commissioned documentation is of a consistently high standard, is easily accessible, and is suitable for use across a range of documents.

To consistently catalogue and promote all public endorsements of Kinetika's work across digital channels, including participant evaluation and feedback, client testimonials, media engagement/reviews, feedback via social media and more.

To be responsible for managing and maintaining Kinetika's media archive, such as digitising old content, cataloguing new media (images and video), and ensuring that all media is up to date and easily accessible.

Provide data on digital reach and engagement to support the annual Arts Council England reporting framework.

PERSON SPECIFICATION

Essential – We are looking for someone with the following competencies:

MARKETING

- The experience of successfully planning and implementing targeted marketing activity across all platforms.
- Ability to select appropriate communications tools for each campaign and to implement effectively.
- Understanding of copyright and waiver release for the use of imagery of people and design.

COMMUNICATION

- Ability to communicate detailed and potentially complex information clearly and courteously to a broad range of stakeholders. Must be experienced in delivering communications using methods appropriate to each audience.
- Excellent and accurate standard of written and verbal communication.

TECHNOLOGY

- Social media skills and ability to use these tools effectively within campaigns.
- Skills in email marketing software e.g. Mailchimp
- Experience of WordPress as a web content management system.
- Experience of database management and development.

ADAPTABILITY AND FLEXIBILITY

- The ability to think creatively, be adaptive and receptive to new ideas or ways of working and contribute to new ideas.
- This includes recognising and making use of new marketing opportunities.

PLANNING AND ORGANISING

- The ability to handle conflicting priorities and be able to deal effectively and calmly with unusual incidents.
- The ability to prioritise own workload and deliver projects to agreed deadlines.

TEAMWORK

- Has the ability to work effectively as a key member of a small, highly creative and energetic core team.
- Acts as a supportive team player and provides the team with regular feedback and updates.
- Seeks ideas and input of colleagues to make best use of team expertise and improve team performance.

The following are desirable:

- A professional marketing qualification e.g. CIM, CIPR.
- Marketing experience within arts/cultural sector.
- An in-depth knowledge of digital marketing and implications for its future development.
- Graphic design skills.

APPLICATION PROCESS

Please send us your CV with a covering letter/document outlining:

- your strengths and how you would approach the job, specifying where you would need to bring in additional support;
- an example of a relevant campaign you have developed and managed;
- your experience of managing a budget; and
- your knowledge of and access to networks relevant to Kinetika and our positioning along the [Creative Estuary](#).

CV's and covering letters should be emailed to Donna Plakhtienko, Business Manager, donna@kinetika.co.uk

Closing date for applications is **5pm on Monday 25th January 2021**.

Interviews will be held in the week of 1st February 2021.