

MARKETING AND COMMUNICATIONS MANAGER

Freelance. £20,000 per annum - average of 2 days a week

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.

THE ROLE

To devise, oversee and implement our communications and marketing strategy. This role sits at the heart of Kinetika, and plays a key role in connecting our work with audiences and participants, and in maximising our regional and national profile as a leading Outdoor Arts organisation.

SCOPE AND RESPONSIBILITIES

Responsible to: Artistic Director

Responsible for: External consultants and agencies as appropriate including PR, social media and technical support.

Strategy

Working with the Artistic Director, you will develop 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.

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..

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

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 – We are looking for someone with the following skills:

MARKETING

- A proven track record in marketing and communications in an arts or cultural environment.
- 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 the skills to rapidly respond to changing circumstances.
- The ability to prioritise own workload and deliver projects to agreed deadlines.

TEAMWORK

- The ability to work effectively as a key member of a small, highly creative and energetic core team.
- Act as a supportive team player and provides the team with regular feedback and updates.
- Seek 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 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.

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

Closing date for applications is **Wednesday 5th January 2022, 5pm.**

Interviews will be held on Monday 10th January 2022.

