



KINETIKA
DESIGN THAT MOVES

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

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www.kinetika.co.uk

Position:	Marketing Manager
Contract type	Freelance. 3 days per week
Fee:	£220 - £250 per day, depending on experience
Reporting to:	Artistic and Operations Directors
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 a renowned female-led design company with a 25-year track record of delivering commissions across the world, through engaging communities to create bespoke hand-painted silks. With recent projects in the Middle East, India and Europe, we are looking to expand and further develop our international offer.

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, London 2012 Milan Expo, The Queen’s Platinum Jubilee Pageant 2022 and The Torch Relay for Paris 24.

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



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.

PURPOSE OF POST

The Marketing Manager role is key to our core team and will maximise our regional, national and international profile as a leading design organisation.

You will be tasked with working alongside the Artistic and Operations Directors to develop and deliver the marketing strategy for the next three years, which will be a live working document.

Our aspiration is that this new role for the company will contribute to further international design commissions.

WHAT YOU'LL DO

You will lead on and deliver the marketing strategy to support current activities and long-term plans, ensuring consistent voice and quality across channels.

As the brand gatekeeper, manage design, production, and delivery of marketing materials for digital/print to reflect company ethos.

Lead website development and management (www.kinetika.co.uk, www.beachofdreams.org), including ongoing updates, SEO, and analytics. We have planned for a website refresh in 2024, which you will be leading on.

Manage social media platforms (LinkedIn, Instagram, Facebook) and explore new ones.

Oversee digital newsletters, curating content and maintaining GDPR-compliant contacts database.

Manage image library, coordinate external support (photographers, designers), and ensure image rights.

Report and analyse analytical data regularly for all activities.

Develop PR programs for visibility across media, liaising with key staff and growing media contacts. Develop and manage a documentation plan to ensure our work is captured and celebrated, sourcing and oversee external suppliers for best value and satisfactory completion of work. Maintain and develop project documentation and archive, ensuring high-quality standards and accessibility.

Catalogue and promote endorsements of Kinetika's work across digital channels.

Manage and maintain our media archive, including digitising old content and cataloguing new media.

Provide digital reach and engagement data to support Arts Council England reporting.

WHAT YOU NEED

You'll bring experience of:

- Leadership in marketing and communications within the arts or cultural sector.
- Development and implementing strategic initiatives.
- Tailoring communications to suit audiences effectively.
- Managing social media platforms, leveraging analytical insights for impactful campaigns.
- Managing websites through content management systems, informed by usage data.
- Executing email marketing campaigns (e.g., Mailchimp) while ensuring GDPR-compliant database management.
- Managing copyright and obtaining waivers for imagery and design usage.
- Articulating information clearly to various stakeholders.

ABOUT YOU

- You'll be passionate about Kinetika's work and mission, driven by the ambition to expand our business and impact.
- You'll have a flair for creating engaging content and a keen eye for design.
- You'll have a proactive mindset to drive you to innovate and foster fresh ideas while remaining adaptable and open to change.
- You'll be a skilled communicator with strong attention to detail, excelling in conveying messages effectively.
- You'll be efficiently organised and productive in the way you work.
- You'll be able to manage conflicting priorities and your own workload.
- You'll thrive as a vital member of our small, dynamic core team, contributing to our highly creative environment.

APPLICATION PROCESS

To apply for the role, please submit your CV along with a covering letter highlighting your relevant experience and skills to Donna Plakhtienko, Operations Director, donna@kinetika.co.uk

Closing date for applications is **Thursday 25th April, 4pm.**

Interviews will be held on **Wednesday 1st May** at our studios in Purfleet.