

**Bernie Grant
Arts
Centre**
Developing
culturally diverse
artists

HEAD OF MARKETING & AUDIENCE DEVELOPMENT

SALARY RANGE:
£35,000 - £40,000 PA
+ NEST WORKPLACE PENSION
DEPENDANT ON EXPERIENCE

CONTRACT:
PERMANENT, FULL TIME

REPORTING TO:
EXECUTIVE DIRECTOR

HOURS:
40 HOURS PER 5-DAY WEEK

ANNUAL LEAVE:
28 DAYS PA
(INCL. x8 UK PUBLIC HOLIDAYS)

PROBATION PERIOD:
3 MONTHS

NOTICE PERIOD:
3 MONTHS

**APPLICATION
CLOSING DATE:**
12NOON, MONDAY
4TH MARCH



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

PHOTO CREDIT: Oliver Alvin-Wilson, 2023

"At Bernie Grant Arts Centre (BGAC), we are privileged to be present at countless moments of wonder: celebrating and developing Black artists and narratives, connecting with Tottenham and beyond, and enabling genuine engagement and connection through the arts.

It's a truly enriching experience, and a fitting continuation of Bernie Grant's social and political vision.

Our recent successful bid for prestigious "National Portfolio Organisation" status by Arts Council marks an exciting point of departure for BGAC's next phase, and an encouraging indicator of how much more we can achieve.

We want to meet people who are as passionate as we are about the Centre's purpose, mission and values."

**Geoffrey
Williams, Chair**





ABOUT BGAC

Bernie Grant Arts Centre (BGAC) is a cultural hub for Black creativity.

Born out of a commitment to centring blackness, BGAC provides a space for the creatively engaged from the global Black diaspora to create and showcase their work in the heart of Tottenham. BGAC is a combined arts centre for creativity and learning - and aims to provide a platform for expression, exploration, and celebration.

At the core is a deep-rooted connection to the local community and a commitment to being part of the global Black diaspora. BGAC offers transformative experiences, from workshops and performances to festivals and discussions, where the Black experience takes centre stage, engaging with the multiplicities of race, identity, and heritage.

BGAC is a vibrant venue, featuring a 250-seat auditorium, studio and rehearsal spaces, a café, bar, courtyard and a creative Enterprise Centre. We offer a diverse range of opportunities including workshops, classes, and events for those looking to create.

WHY THIS ROLE?

The Head of Marketing & Audience Development will be responsible for leading the organisation's marketing and external relations activity to help establish the Bernie Grant Arts Centre as the leading black cultural arts centre in the UK.

This role will be responsible for the development of a dynamic, integrated marketing and communications strategy to promote regular engagement and organisational affinity amongst local audiences, and raise awareness and consideration amongst diverse audiences London-wide. Over the next three years this role will work with the wider team to build new agency and brand partnership relations; increase the profile of BGAC through external relations and lead a brand refresh for BGAC.



ROLE DETAILS

We are looking for a strategic, creative and diligent candidate who has experience of working with an organisation through a strategic shift in audience development, brand perception or partnership strategy.

You may have experience working in the charitable and cultural sector, or perhaps you've come from a creative agency or in-house marketing team. We're open to candidates from all backgrounds, but you must have a passion for enabling Black storytellers to be in charge of their own narratives and be hungry for a challenge!

KEY RESPONSABILITIES:

- **Inegrated Marketing Strategy:** develop a three year integrated marketing and communications strategy for BGAC to maximise engagement in our regular, seasonal, festival, and communities programmes amongst two primary audience groups: local audiences, and diverse creatively engaged audiences London wide. Identifying where external agency and resource support is required.
- **Brand:** Act as a brand guardian for BGAC, ensuring all public facing collateral is on message and on brand. In the next 3 years we would like this role to oversee a brand refresh for BGAC including updated visual identity, tone of voice and brand behaviours.

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- A woman with blonde hair, wearing a light-colored top and a dark bag, is kneeling on a green mat. She is interacting with a young girl with dark curly hair, who is also kneeling. They appear to be playing a game involving red plates on the mat. The background is a blurred indoor setting with other people and colorful elements.
- **Audience development and growth:** Work with our Production, Communities, Front of House, and Executive Team to enable a greater understanding of our BGAC audiences and provide data driven approach to marketing campaigns and encourage an audience informed approach to programming and content creation.
 - **Campaign, content and collateral development:** Oversee BGAC's seasonal programme campaigns, delivering a fully integrated approach to marketing messaging, campaigns and content across owned, earned, and paid channels – with a strong emphasis on online communities, on-site activations, content formats and partnerships. Ability and willingness to execute campaign content where required, in addition to co-ordination of external designers, printers and other relevant delivery partners.
 - **Communications and Press oversight:** Oversee core messaging and write compelling copy in audience appropriate style and tone including, where necessary press releases and key statements. Ensure delivery of seasonal press and communications campaigns with external support as required.
 - **Commercial:** Maximise opportunities for earned income through brand partnerships, events and hires by driving awareness and consideration amongst brands and organisations that align with BGAC's mission and vision. Support wider BGAC operations through promotion for recruitment, café and other BGAC commercial endeavours.

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- **Digital marketing and content oversight:** Oversee BGAC's digital strategy including website, e-comms and social media. Liaise with graphic designers to ensure web design is regularly updated in line with specific programme/activity branding and support planned website redevelopment; manage web software (Wordpress / Squarespace), including updating events and organisational information.
 - **Network and stakeholder management:** Develop relationships and liaise with key partners and stakeholders to build audiences, including with local organisations, businesses, and as agreed with CEO and Executive Director, select funders and local authority relationships.
 - **Tickets & Sales:** Work with our production team to ensure ticket sales are launched promptly via our ticketing software and are monitored in line with corresponding marketing campaigns.
 - **Campaign reporting:** Provide quarterly marketing and communications reports to External Relations subcommittee and work with our Executive Director to undertake quarterly ticket sales reviews, analysing success and challenges to inform future strategy.

JOB DESCRIPTION

STRATEGY & CAMPAIGN DELIVERY

- Work with BGAC Executive Team and the BGAC External Relations subcommittee to contribute to a visionary Communications Strategy that aligns to the strengths of BGAC's mission and values and maximises the reach and profile of our activities locally and (inter)nationally; including outreach to BGAC team and diverse audiences.
- Implement Communications Strategy through bold, multi-channel campaigns that are cost effective and maximise engagement in our regular, seasonal, festival, and communities programmes; driving audience growth to priority audiences across the breadth of BGAC's activities.
- Support wider BGAC operations including fundraising campaigns and recruitment alongside work with BGAC Commercial partners to deliver joined up promotion for our café and, where relevant, commercial tenants and hires.

AUDIENCE DEVELOPMENT

- Work with our Production, Communities, Front of House, and Executive Team to contribute to and deliver an active, data-driven audience development plan.
- Work with Production, Communities, Front of House, and Executive Team to lead on data-capture and embed understanding of audiences into our decision-making. This includes regular data review, analysis and reporting; identifying current engagement strengths and gaps; and developing tailored strategies to increase engagement in priority areas.
- Driving the delivery of the Company's commitment to customer care by covering customer-facing touch-points, ensuring best possible customer experience, and evolving planning for the scope and ambition of a potential membership scheme.

DIGITAL & SOCIAL MEDIA

- Oversee BGAC's digital strategy including website, e-comms and social media, creating engaging and accessible copy, digital content creation and online programming; and pursuing dynamic, relevant promotional partnerships.
- Liaise with graphic designers to ensure web design is regularly updated in line with specific programme/activity branding and support planned website redevelopment; manage web software (Wordpress / Squarespace), including updating events and organisational information.
- Utilise in-house software solutions to create basic graphics, including Canva Premium.
- Utilise scheduling software, including HootSuite and Meta Business Suite to manage ad-hoc and planned campaigns; utilise these systems to report on efficacy of engagement, reach and growth.

PRINT & MARKETING

- Lead the design and production of in-house and external marketing materials and campaign/season brochures, including creation/collation of bold and engaging copy and artwork, proofreading and consistent application of brand guidelines.
- Liaise with visiting companies, event producers, BGAC team, graphic designs and print distribution companies to ensure timely delivery of print marketing campaigns.

BRAND & COPYRIGHT

- Work with BGAC Executive Team to develop and manage a BGAC Brand that communicates our messaging with relevance, dynamism and through a consistent voice that translates across both visual design and copy for promotional and institutional communications.
- Manage the print and image archive ensuring all copyright regulations are adhered to across the organisation.

FINANCE

- Manage the BGAC marketing and communications budget, following all BGAC financial procedures.

GENERAL

- Support all reporting across activities, audiences, engagement, and sales as requested both for organisational, external stakeholder, or funder review.
- Attend and contribute to all relevant meetings and represent Marketing and Communications priorities across internal conversations.
- Assist in the organisation of events and attend events as agreed, including supporting live communications from key events.
- Adhere to, and actively contribute to BGAC policies, including Equality and Diversity Policy, Anti-Bullying, Environmental, Safeguarding, Health & Safety.

The job description for this position may be reviewed and amended to incorporate the future needs of the organisation.

ABOUT YOU

ESSENTIAL

- Passion for the Vision, Mission and Values of BGAC and a commitment to nurturing Black-led creative practice.
- Minimum 3- 5 years of experience in a senior marketing role (agency or in-house).
- A strong track record in delivering high profile multi-channel brand activations and marketing campaigns from inception to completion.
- Complete fluency with leading digital and social platforms and content formats, with extensive experience in digital marketing and activations.
- Results driven. Able to set clear goals, and orientate campaigns and activities to measure success and build learning through audience insight and data.
- Demonstrable experience in delivering marketing programmes that engage young and diverse audiences, and marginalised communities and those who have been historically underserved by cultural institutions.
- Excellent copywriting skills and the ability to adapt tone and style for platform and audience.
- Experience developing briefs for a range of creative services including graphic designers and studios, videographers, photographers and social media producers.
- Flexible, pragmatic and solutions focused. Excellent organisational skills, with the ability to work under pressure and to manage workloads and conflicting demands.
- Demonstrable experience of post campaign analysis, and an ability to learn on the job.

DESIRABLE

- Well-networked within design and creative communities.
- Experience overseeing data protection compliance, with particular reference to GDPR.
- Experience of using box office systems and venue booking systems (Ivvy).
- Basic graphic design and video editing skills.
- Scheduling software skills.
- PR experience.
- Media buying and planning experience.

To be eligible to apply for this role, you must:

- Have the legal right to work in the UK.
- Not be in full time education (eg 12 hours or more formal study a week).

WHAT'S NEXT?

To apply for the role, please send us:

- An up to date CV with a cover letter (2 x A4 pages maximum) telling us about your relevant experience, why this is the right role for you and why you would be a great addition to our team.
- You can also submit a video (up to 4 minutes) or have an informal interview instead of writing a cover letter.
- A completed Monitoring Form (this does not form part of the selection process but is a necessary part of our recruitment monitoring process).

Please feel free to share any access requirements you have. Information you provide regarding your access requirements will not form part of the decision-making but will allow us to support your application process.

If you have any feedback, access requirements or if you have any queries, you can email us before you apply at recruitment@berniegrantcentre.co.uk

Your application data will be stored securely and confidentially, in line with GDPR/PECR.

The application deadline is 12noon, Monday, 4th March 2024 and we will confirm receipt via email.

To allow us sufficient time to consider all applications, we anticipate contacting shortlisted candidates approximately 7 days after the deadline. Unfortunately we will not be able to contact you individually if you have not been selected for an interview.

If you are on the shortlist, you will be invited for an interview either in person or on zoom. If you do not have access to a computer, we are happy to discuss an alternative arrangement.

Please email your CV, cover letter & Monitoring Form to recruitment@berniegrantcentre.co.uk