

www.hopprojects.org

73 Tontine Street, Folkestone, CT20 1JR

+44 (0) 7837 273094

info@hopprojects.org



JOB APPLICATION PACK - Digital Communications Officer

12 months Fixed Fee: £14K - 18K (Depending on Experience)

Part-time (15-23 hrs / 2-3 days per week)

*** A rare & exciting opportunity to JOIN a small dynamic & visionary non-profit visual arts enterprise at the dawn of a new chapter!**

About HOP Projects CT20:

Be part of the change!

HOP Projects CT20 (HPCT20) is a contemporary visual arts and cultural platform championing high quality contemporary art and diversity from the margins.

As a visual arts & cultural producer, HPCT20 is passionate about diverse contemporary culture - transcending established disciplines and genres, responding to rapid social and cultural shifts, promoting the underrepresented to create new perspectives that challenge existing paradigms dominated by mainstream visual cultures.

Established in September 2017, we are a non-profit organisation based in Folkestone, on the south-eastern coast of Kent, UK. Occupying the geographical and organisational margins, HPCT20 carves out a unique space that drives experimentation and innovation, searching for new expressions and pioneering practices that remove barriers, making contemporary art relevant and far-reaching. Focusing on site-specific installations, we bring together the visual arts with performance, architecture, and technology. We also

brings high calibre international artists to the regions and promotes local grass-roots cultures outside dominant cultural radar.

HPCT20 is now reconsolidating our operations in preparation to relaunch our organisation's future programme. We are looking for new team member to share our vision, bringing complementary skills, knowledge and energy to join our small but dynamic team.

How to apply:

Please work through the Job Description overleaf, the Aims of this role, the Principle Duties/Responsibilities and Profile Specification, modelling your completed application by answering those areas letting us know your track record, skills and other information which you feel makes you suitable to the role.

Please feel free to call Nina (+44(0) 7837 273 094) or Tomas (+44(0) 7939 641 065) at HOP Projects CT20 or email us on info@hopprojects.org if you wish to talk about the role before applying.

Please send the following, in PDF format, to info@hopprojects.org with the title of the role you wish to apply.

- A completed Application Form (including any additional supporting documents)
- Your CV
- A completed Equality and Diversity Monitoring Form (this form is completely anonymous)

If you would like to apply to this role in alternative formats, or if you have any access requirements and would like to discuss how we can best support you through your application process, please contact Nina on info@hopprojects.org

Application Deadline:

Shortlisting and call to interviews: (dates of probable interviews here)

Job Description:

Job title:	Digital Communications officer:
Responsible to:	Directors
Pay Scale:	Fixed Fee: £14K - 18K (depending on experience & outcomes) Part-time (15-23 hrs / 2-3 days per week)
Contract:	One Year
Probation Period:	3 months
Notice period:	1 month
Place of work:	Flexible (see below for details)

We are a small team that values the importance of building a dynamic studio culture - beyond fulfilling the designated duties, we believe each team members' unique qualities contribute towards a creative culture and allows each other to benefit from a mutually supportive network. Whether working at our premise or remotely, you will be working closely with the directors as part of the team, and we ensure frequent, open communications, and equal support are provided. Please discuss your preferred work plan with us at the interview so we can understand how your role can be supported by us.

Aims of this Role:

Communicating the vision: HOP Projects CT20 is at an exciting juncture of its evolution - it is expanding its core team, consolidating its operations in preparation to relaunch its future visions in 2021. The digital marketing / comms officer will play a key role in shaping and delivering the organisation's campaign.

Developing new audience / Creating & delivering big impact campaigns (across projects): All our current projects have strong physical outputs with high-impact local engagement. Alongside these, we are looking to deepen the impact of our projects to expand our existing audience base through digital platforms. We want to share our good work with wider audiences and we want to develop digital strategies for quality cultural content through all our digital channels.

Improving Accessibility will be a key objective to be implemented in all marketing strategies

E-Commerce: The above are the main priorities for 2021 and in the background we are exploring ways of developing e-commerce to distribute our Editions & Publications.

Principle duties / Responsibilities:

The officer will work alongside directors to co-develop:

- Marketing & Audience development strategies across projects
- Strategy to improve organisation's visibility & better communicate organisation's visions
- Visual /aesthetic strategies coordinated with the directors and graphic designer
- Design briefs for new digital platforms

Independent Delivery:

- Promote the organisation's activities inc. announcements & Open Calls
- Ensure branding and visual identity is consistent and integrated across all different media channels
- Plan, initiate, implement and manage marketing & audience engagement plan for individual campaigns
- Plan, initiate, implement and manage monthly and weekly multi-media digital strategy
- Develop content for Social Media
- Edit content for website, journal, social media, newsletters, blog, press release
- Website: update promptly / create new posts / manage (ensure it's running smoothly & troubleshoot any technical issue)
- Copy-write, upload and manage content for social media
- Social media engagement (instagram, facebook, twitter)
- Developing customised templates
- Copy-writing newsletter & press release
- Grow mail chimp audience
- Upload event details on online arts promotional platforms
- Develop cross-marketing strategies with partners and stakeholders
- Co-ordinate content with marketing partners, provide marketing information in a timely manner
- Proactively liaise with marketing partners to inquire about marketing opportunities
- Collate statistics feedback for each strategy implemented
- Analysis & review campaign impact: to inform and improve strategies (min. monthly)
- Marketing Data & audience engagement Evaluation (at project progress intervals)
- Improve online audience experience
- Plan, initiate, implement and manage Press Strategies
- Plan, initiate, implement and manage E-commerce strategies
- Archive marketing & website content regularly
- Provide training & skill-sharing opportunities with the rest of the team

- Any other tasks that may reasonably be required in relation to the role (eg. We may have small amount of printed marketing content for co-ordination & distribution)

Profile Specification:

Diversity of backgrounds, cultures, perspectives and ways of thinking are key to a healthy and dynamic work environment. You don't necessarily need previous experience working in the arts and we welcome people from all different backgrounds whose personal experiences and skills complement the team. This role may be suited to someone who wishes to change sectors, and it provides an opportunity for someone with the interest to become involved in the creative industry.

It is vital however, that parts of HOP's core values and vision align with your own, and that you would be motivated to develop your personal careers alongside the growth of the organisation. The candidate should be passionate about culture at large and we embrace pluralistic perspectives on culture. There is scope for the candidate to develop more in-depth knowledge, research and writing skills in the field of visual arts. We welcome individual's initiatives and will provide training and support.

The role is suited to someone who can work both independently and as part of a team; who is confident about applying their professional knowledge and experience to new situations. Highly creative and strategic, the role requires someone with the knowledge, experience, and passion for digital media, as well as an in-depth understanding of audience patterns. As digital experience is constantly evolving, and our cultural outputs are highly specific, the ideal candidate should have an open mind to new challenges and be prepared to experiment and test new ideas. The candidate should also have a balanced view of the pros and cons of digital media as opposed to analogue / physical activities, and understand that both types of should be complementary to one another.

The evaluation of the appropriate fee would be based on individual's commitment and outcomes, and there is scope for pay rises and future career developments. marketing officer may not be working regular office hours, but is required to be tuned-in and responsive to on-going events and marketing opportunities when they arise.

Essential skills & attributes:

- Care (=quality)
 - Responsible and diligent;
 - knowledge, experience, research interest and passion for digital media;
 - in-depth understanding of digital audience patterns
 - Able to transfer previous skills and experiences into new tasks and challenges;
 - Excellent verbal and written communication skills
 - Excellent attention to detail
 - Strong copy writing skills or visual skills
 - Understands the dynamics and challenges of working in a small organisation (especially if one is transitioning from a much larger work environment);
 - Able to problem-solve independently, which also includes having the initiatives to reach out to the rest of the team when needed;
 - Clear & strategic thinking;
 - Experienced in using Adobe Photoshop & Indesign, and other Office softwares
 - Fluent in IT
 - Experienced user of social media channels in a professional capacity
-
- Critical: to perform regular checks to ensure reliability of information;
 - Highly self-motivated - outcome & target driven
 - Excellent time-management: able to meet deadlines;
 - Analytical and precise, able to spot issues early and remedy immediately;
 - Willing to improve their knowledge and expertise, and to learn new skills that may improve their methods

Equal Opportunities:

HOP Projects CT20 is an equal opportunity employer and will not discriminate against eligible candidates on the grounds of gender, marital status, race, nationality, ethnic background, national origin, religion, disability or age.