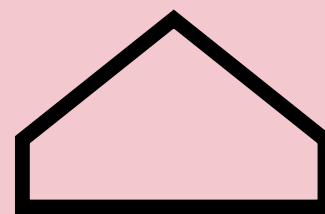


[www.the-ropewalk.co.uk](http://www.the-ropewalk.co.uk)

**RECRUITMENT PACK**

Marketing and Audience Development  
Officer



**THE ROPEWALK**





# THE ROPEWALK

The Ropewalk is a regionally acclaimed centre for the arts housing galleries, Sculpture Garden, Coffee Shop, and Ropery Hall – a venue for live music, theatre and cinema within a Grade II listed former rope factory. Other facilities include: a printmaking workshop; artists' studios and meeting rooms available for outside lets



## Our Creative Vision

**The Ropewalk is an organisation that:**

- Creates a gateway to artistic and cultural experiences that enrich lives.
- Deepens relationships between artists and audiences.
- Nurtures and celebrates artists
- Reflects the diversity of our local community and provides platforms for showcasing work from diverse artists, supporting the Creative Case.
- Provides workspace and employment opportunities within the creative sector
- Has a responsible business model that supports our creative vision
- Is the creative community hub in Barton and the wider region.

# Job Title: Marketing and Audience Development Officer

Hours: 30

Reporting to: CEO

Start Date: 1st October 2023

Salary: £27,300 pro rata

---

This role is based at The Ropewalk but will cover the whole of Barton's heritage offer working in conjunction with partners at the Wilderspin & National School Museum and Barton Tourism Partnership.

The post is a fixed one year post funded by UK Shared Prosperity Fund and The Ropewalk. Extension may be possible if funding is available.

## Duties and Responsibilities

### Marketing

- To plan and undertake market and audience research, for both existing and potential audiences and service users and develop a marketing strategy for Barton Heritage venues.
- To plan and implement marketing campaigns for Barton Heritage organisations but also for specific events / shows including Performances in the Park and Heritage Open Days.
- To manage production, including design, copy writing and proof reading of publicity materials such as posters, brochures, newsletters and managing the content of the Barton Tourism Partnership website.
- Increase website traffic to Barton websites via various digital marketing methods.
- Run social media accounts, developing campaigns and ensuring social media best practice.
- To keep poster and brochure sites at Barton venues and across the region up to date.
- To develop and implement plans for direct mail and e-marketing, including continuation and development of current social networking activities.
- To work with The Ropewalk Press Officer to produce press releases, press advertising and liaise with local, regional and national media
- To undertake data analysis and reporting to enable targeted timely communications for a variety of events.
- To maintain an understanding of GDPR
- Provide timely, regular briefings to the management team and The Ropewalk Board of Trustees of the status of projects and research findings.
- Keep on top of an ever-evolving field by identifying and undertaking appropriate

training and completing desk research to ensure you are always aware of any new developments

- Be a creative thinker.

### **Audience Development**

- To develop new audiences for Barton Heritage, working with existing target groups and identifying new ones.
- Update and develop an Audience Development Plan
- Identify audience development initiatives to be aimed at these target groups, eg workshops and outreach activities.
- Explore collaborations with other organisations as a good way of sharing marketing resources.
- Take day-to-day responsibility for finding new opportunities to develop audiences and maintaining enthusiasm for events, exhibitions and the live programme with visitors, audiences and volunteers.
- Actively liaise with local schools and other groups to build audiences for performances and other activities at the venue.

### **General**

The post holder will be a key member of a small team and other duties and responsibilities compatible with the grade of the post can be expected:

- acting as an ambassador and advocate of events in Barton.
- attending certain events
- analysing and evaluation of the project providing data to be used in funding bids.

### **Essential skills and experience**

- Minimum of 1 year's marketing and audience development and data capture experience.
- Strong communication skills, especially the ability to demystify the more complex elements of marketing and audience capture and development.
- A personal interest in Heritage & Culture.
- Self-management experience.
- Strong English language skills, both written and verbal.
- Adept with numbers, MS Excel, and reporting data in effective formats.
- Excellent keyword research skills.
- Interpersonal skills – the ability to get on with and earn the respect of a wide variety of people/stakeholders within the organisation and public domain.

### **Desirable skills and experience**

- Previous media/publishing experience.
- Working knowledge of advertising and monetisation.
- Driving Licence.
- Managing staff.
- Working with volunteers.



## **Terms and Conditions**

This post is currently £27,300 (pro rata) i.e. £21,840 per annum. Salaries are paid monthly in arrears. The post is pensionable as part of the NEST Scheme but you may elect to opt out.

Hours of work are 30 per week – four or five working days to be agreed. You will be expected to work mainly daytimes but flexibility to work some evenings and weekends is required. The pattern of working days is to be agreed with the lead officer.

However, once agreed, we will expect that pattern to remain in operation, unless reviewed by the management team because of changing operational requirements. Any additional hours worked will not be subject to overtime payments but may be taken as time off in lieu, subject to the demands of the service.

Holiday entitlement will be 28 days per year pro rata, including Bank and public holidays.

## **How to Apply**

If you wish to apply for this post, please respond via the job site or via e-mail.

Your application must include a current CV and covering letter and be returned to our offices by the deadline of midday on Tuesday 19 September 2023.

Interviews will be held at The Ropewalk on Friday 22 September. You should ensure you are available on 22 September as no other interview date can be arranged. If you have any questions, or would like an informal discussion about any aspect of the post, please contact Liz Bennet at The Ropewalk on 01652 660380.

## **Benefits:**

- Flexible working hours
- Job Types: Part-time 1year contract

Salary: £21,840 per annum

## **Experience:**

- Marketing: 1 year (Required)





The Ropewalk, Maltkiln Road, Barton upon Humber, North Lincolnshire. DN18 5JT.  
01652 660380 [www.the-ropewalk.co.uk](http://www.the-ropewalk.co.uk)