



## JOB PROFILE and PERSON SPECIFICATION

**Job title:** Senior Marketing Officer

**Reports to:** Head of Marketing & Communications

**Hours:** Full Time

**Contract Type:** Permanent

**Salary:** £20,000 - £25,000 pa (dependent on experience)

### ABOUT WATTS GALLERY TRUST

Watts Gallery Trust is an independent charity established in 1904 to manage the legacy of George Frederic Watts OM RA, one of the leading artists of the nineteenth century. Today, Watts Gallery Trust is an Arts Council England National Portfolio Organisation that oversees Watts Gallery – Artists' Village. Consisting of Limnerslease, the former home of artists G F Watts and Mary Seton Watts, the Grade I listed Watts Cemetery Chapel, designed by Mary Watts, the Pottery Building that formerly housed the Compton Potters Arts Guild, and Watts Gallery established in 1904 as the UK's first single artist museum, the Artists' Village is a leading regional visitor attraction. The Trust delivers an ambitious and far-reaching engagement and learning programme in prisons, in the local community and onsite, working to deliver our founders' Art for All ethos with some of the most vulnerable in society. It also manages the Artist's Studio Museum Network of 157 artist's studio museums across Europe, and the thriving Watts Gallery - Artists' Village, which is located in Compton, outside Guildford across 18 acres of Area of Outstanding Natural Beauty.

### JOB SUMMARY

Watts Gallery Trust has an exciting opening for the role of Senior Marketing Officer reporting to the Head of Marketing and Communications, which includes the following responsibilities:

- Production of monthly marketing reports detailing website, social media and email marketing statistics on reach, open rates, surveys, admissions and digital engagement.
- Day-to-day management of social media and digital marketing budget. (Supported by the Marketing Assistant).
- Management of the design, proofing, printing and distribution of the Watts Magazine and annual report.
- Design (print and digital campaigns), email marketing, on and off-site promotions, administration, research, proofreading and copywriting (press releases and blogs).
- Day-to-day website administration (shared responsibility with the Head of Marketing and Marketing Assistant).
- Design and administration of print advertising campaigns.
- Plan, edit and write content for internal communication channels to communicate with staff, volunteers and freelancers, ensuring the alignment of internal and external messages.

- Supporting the Head of Marketing and Communications and wider marketing team as required, including any other task reasonably requested by the Head of Marketing and Communications.

## OTHER RESPONSIBILITIES

### Design

- Contribute to the design output of the team (input and leading on own projects).
- Produce exhibition and programming advertisement design (input and leading on own projects).
- Create digital assets for use on website and social media.

### Campaigns

- Assist with the roll-out of marketing campaign strategies for the exhibitions and events programmes (print and digital).

### Digital Marketing

- Support the marketing team with content ideas and assist with keeping information on the website relevant.
- Upload exhibition and events information to wattsgallery.org.uk as well as other independent websites.

### Social Media

- Manage social media accounts and co-ordinate content from other departments.
- Effectively use photography and video, especially with reference to social media posts.
- Assist in keeping social media accounts up to date, including out-of-hours and at weekends, on a rota, with other members of the marketing team.
- Research and respond to trends in digital communications.

### Advertising

- Take responsibility for administration of print and social media advertising under the supervision of Head of Marketing and Communications.

### Marketing Administration

- Support the marketing team with the day-to-day administration of the department, taking responsibility for updating the press cuttings and metrics.

### Research

- Support the visitor research and audience data programmes.

### Proofreading and Copywriting

- Copywrite and proofread content for a range of marketing and digital channels.
- Lead on the design, copywriting and proof-reading of the Annual Report and Watts Magazine.

## PERSON SPECIFICATION

### Skills and Experience

#### Essential

- Excellent IT skills including Microsoft Office, Adobe InDesign and Photoshop.
- Excellent digital marketing skills.
- Excellent organisation and planning skills, with the ability to work to tight deadlines and specific project briefs.
- Excellent proofreading skills.
- Experience of copywriting for different target audiences.

	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills for effective communication with a diverse range of audiences, and both internal and external stakeholders.</li> <li>• Ability to problem-solve quickly and creatively.</li> <li>• Attention to detail.</li> <li>• Previous marketing experience.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• A working understanding of Illustrator.</li> <li>• An understanding of using Insights and Analytics to monitor success and inform future decision making.</li> <li>• An understanding of conducting visitor research and interpreting results.</li> <li>• A good eye for photography – for use on the website and social media.</li> </ul>
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<p><b>Knowledge &amp; Qualifications</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Equivalent to, or A-Level qualification in English / Art / Art History / Design / Photography / Media, or similar subjects.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Equivalent to an undergraduate degree in English / Art / Art History / Design / Marketing / Creative Arts / Arts Management, or demonstrable experience/knowledge in this area.</li> <li>• Equivalent to, or a Chartered Institute of Marketing Certificate in Professional Marketing, Certificate in Digital Marketing, or demonstrable experience/knowledge in this area.</li> </ul>
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<p><b>Personal Attributes</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• A friendly and outgoing team player.</li> <li>• Proactive, flexible and hands-on.</li> <li>• Can work well under pressure, both independently and as part of a team.</li> <li>• Able to manage a varied workload and support team members with their workload.</li> <li>• Good time management skills.</li> <li>• Willingness to learn and openness to experiment with new ways of working.</li> <li>• Enthusiasm to foster an inclusive culture for internal and external audiences.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• An interest in culture and the arts.</li> </ul>
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**RECRUITMENT TIMELINE**

To apply, please complete the attached application form and equality and diversity monitoring form and send them to [s.humphries@circle-hr.co.uk](mailto:s.humphries@circle-hr.co.uk) by 12pm on Wednesday 13 January 2021. In your application, please also include where you saw the role advertised or found out about the position.

First interviews will take place on Friday 22 January. Second interviews will take place on the afternoon of Friday 29 January. Please let us know within your covering e-mail if you require any adjustments to the interview process.

Watts Gallery Trust is fully committed to equality and diversity and welcomes applications from all sections of the community. We actively encourage BAME and disabled applicants and value the positive impact difference has on our teams.