

BALTIC



Vacancy
Marketing & Communications Officer

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Job Title	Marketing & Communications Officer
Salary	£27,531 per annum
Contract	Full time, permanent
Deadline	Apply by 9am, 19 May 2025

Baltic is a large must-visit art gallery and an iconic destination on the Gateshead quayside. We offer a warm welcome to 400,000 visitors each year and have just received our 10 millionth visitor.

We have an exciting opportunity for someone to join the team at Baltic as Marketing and Communications Officer. We are seeking a passionate, organised and creative individual who will be able to contribute to the delivery of inspiring and thoughtful marketing campaigns, for experiences that will engage and delight our audiences and participants.

You will work as part of a lively and busy team working together to promote and publicise our everchanging exhibitions, event programmes and activities. You will deliver marketing activity to a range of diverse audiences from families to specialist arts audiences and refresh online posts and in-venue display materials that capture attention and prompt actions. You will liaise with the media to ensure our work and messages are amplified far and wide.

You will have a flexible, positive and can-do attitude, and there's a chance to learn and receive training if you are new to targeted marketing for a range of audiences.

Reports to:	Marketing & Communications Manager
Working hours:	37 hours per week
Place of Work:	Your usual place of work will be Baltic, South Shore Road, Gateshead
Annual leave:	25 days plus bank holidays pro-rata
Benefits:	30% discount at Baltic Shop, discounted menu at Baltic Kitchen, 10% off standard rooms & food at Malmaison Hotel Newcastle, Discount at local retailers, Employee Pension Scheme, Employee Assistance Programme

About the role

The Marketing & Communications Officer purpose is to work across marketing and communications activity to deliver successful marketing campaigns, and publicity. This role sits within the Marketing and Communications team alongside the Head of Communications and Digital Engagement, Marketing and Communications Manager and Marketing and Communications Officer.

Candidates must have eligibility to work in the UK. Baltic is committed to the goal of building a diverse workforce. We are inviting people with different skills, experiences, backgrounds, gender, orientation, and neurodiversity to apply for all job opportunities.

Job Profile

Marketing & Communications Officer

Key Outputs and Accountabilities

- Support the marketing and communications of Baltic's exhibitions, events and learning/public programme(s) through the effective liaison with internal departments and external contacts.
- Support the production, content and design co-ordination of marketing and communications outputs through liaison with designers, printers, technology developers and photographers.
- To co-ordinate the collation of detailed information, content and assets in support of media and marketing. Support maintenance of an image bank through cataloguing, resizing and crediting.
- To co-ordinate and be responsible for visitor signposting and in-venue communication/cross-marketing.
- To co-ordinate and be responsible for the marketing/communications campaign activity for Baltic's Artist Development Programme learning programme and exhibition-related events and programmes.
- To support event ticketing operations, marketing data collection and campaign analysis.
- To support the Head of Communications with media outreach, supply images/collateral as required, record and document media coverage.
- To co-ordinate and facilitate media visits, including on site liaison and support during photography and filming and to assist with the effective delivery of press launches, previews and overseeing box office duties for events.
- To support the Marketing & Communications Manager in the production of design work (online/offline) in whatever medium; including proof reading, liaising with designers; oversee design commissions; assist with generation of original copy for use in materials as required.
- To support the updates and maintenance of Baltic's websites with copy, images and downloadable assets.
- To support maintenance of accurate databases, assist with database entry, data management/cleaning.
- To undertake any other duties commensurate with the level of the post, as may be reasonably required.

Personal Specification

Essential

- Experience in communications/marketing either independently or in a team (employed, intern, placement, freelance) or hold a relevant communications/marketing qualification
- Excellent communication skills both written and verbal
- Excellent IT skills (particularly Microsoft Word and Excel)
- Well-developed organisational skills and the ability to multi-task, prioritise and meet deadlines
- Ability to work well under pressure
- Problem solving abilities with keen attention to detail
- 'Can-do' approach and drive
- Proactive approach to learning
- Ability to work independently and collaboratively

Desirable

- Experience of using CMS (content management systems) either bespoke or such as Wordpress, or Squarespace
 - Experience of liaising with designers or creative suppliers
 - Experience of writing and adapting copy for a variety of intended audiences or target markets
 - Knowledge or interest in visual art / cultural venues / the arts
 - Professional experience in Arts/Culture Communications
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About Baltic

Since 2002, Baltic Centre for Contemporary Art has stood as an iconic landmark and much-loved gallery, on the Newcastle Gateshead quayside. We are the largest art gallery in the UK without a permanent collection, free to access and receive over 400,000 visits each year. Baltic boasts four galleries, community spaces, library, sensory room, cafe, shop and rooftop restaurant, and breathtaking views of the Quayside.

We capture the public's imagination with our dynamic mix of awe-inspiring exhibitions, community gatherings, and opportunities to learn. Baltic's daring exhibition programme focusses on new work, platforming local, national and international artists through twelve annual commissions. We have exhibited over 850 artists from 78 nationalities, including world renowned names Martin Boyce, Antony Gormley, Yoko Ono, and Jenny Holzer.

Baltic inspires the next generation of artists by empowering children and young people to experience art, create art and enhance their confidence, skills and wellbeing. We build lifelong engagement, creating clear stepping stones from early engagement with young people via local schools, to supported opportunities and pathways into creative careers. 29% of our visitors are aged below 24, and 41% are Family groups.

Baltic is supported by Arts Council England, Gateshead Council and Northumbria University. We generate earned income through our commercial activities including Baltic Shop, venue hire, donations and catering outlets.

Our Values

We value listening: A listening organisation is a relevant organisation. We create positive impact by understanding and responding to the needs and motivations of our audiences and communities.

We value accountability: An accountable organisation is transparent and rigorous. We build trust by behaving with honesty and integrity.

We value courage: A courageous organisation is bold and takes risks. We platform progressive and thought-provoking ideas and practices.

We value equity: An equitable organisation values equality, inclusion and diversity. We champion equity and challenge racism and prejudice.

We value sustainability: A sustainable organisation is resourceful and environmentally conscious.