

Job Profile
Marketing & Communications Officer

Job Purpose To work across marketing and communications activity campaigns to contribute to the delivery of successful promotion and publicity.

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 in 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 activity for Baltic's Artist Development Programme and events/activity forming our joint programme with Northumbria University.

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, and assist with database entry, data management/cleaning.

To undertake any other duties commensurate with the level of the post, as may be reasonably required.

Reports to: Marketing & Communications Manager
Direct reports: None
Pay Band: E

Person 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, 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

Knowledge and experience of using Adobe Creative Suite