

# RBSA Gallery

## **Marketing Manager Application Pack**

### **About this opportunity**

The Royal Birmingham Society of Artists (RBSA) is an artist-led charity which supports artists and promotes engagement with the visual arts through a range of exhibitions and learning programmes. The Society owns and runs the RBSA Gallery, located just off St Paul's Square in Birmingham's historic Jewellery Quarter.

The Marketing Manager plays a vital role in driving new audiences to the RBSA Gallery and managing all online and print content, while ensuring that the wide range of activities available at RBSA Gallery and on the website are promoted to the Membership, Friends and mailing list.

This role would suit a highly motivated individual who has experience of devising and delivering marketing campaigns, website design and audience development together with an understanding of the challenges and opportunities of the arts sector, and an empathy for our work as a visual arts charity.

The successful candidate will have excellent communications and project management skills with rigorous attention to detail, experience of working in a team and independently and the ability to manage multiple priorities and deadlines. Working closely with the RBSA Membership, they should demonstrate excellent interpersonal skills and a flexible approach, with an enthusiasm for all aspects of the role.

### **Salary**

Paid hourly at £12.00 per hour for 4 days per week (Tues-Fri), equivalent to £24,180 per annum pro rata. Occasional overtime may be paid or time off in lieu granted when agreed in advance.

### **Working hours**

The post is 4 days per week (31 hours), based at the gallery office. Standard working hours are Tuesday to Friday, from 9.00am to 5.15 pm with 30 minutes for lunch. Some evening and occasional weekend work may be required.

### **To apply**

Please complete the application form available on the website and return it by email to [rbsagallery@rbsa.org.uk](mailto:rbsagallery@rbsa.org.uk). To be shortlisted for interview you must meet all of the essential criteria listed below. We do not accept CVs. **Deadline: 4pm, Wed 14 July 2021.**

Interviews will be held on **Friday 23 July 2021**. If you have not heard from us by 17 July 2021, please assume that your application has not been successful on this occasion.

**About us**

The Royal Birmingham Society of Artists (RBSA) is an artist-led charity which supports artists and promotes engagement with the visual arts through a range of inclusive exhibitions and learning programmes. The Society consists of Members and Associates who are artists elected by their peers and from which the governing body, the RBSA Council, is drawn, following elections at the Annual General Meeting (AGM). There are currently 200 Members and Associates. The Society owns the RBSA Gallery, located just off St Paul's Square in Birmingham's historic Jewellery Quarter. The Society receives no core funding from local authorities or statutory funders.

**JOB DESCRIPTION**

**Job Title:** Marketing Manager

**Contract:** Part-time, permanent 4 days per week, 31 hours.

**Salary:** £24,180 pro rata

**Reports to:** Gallery Director

**Purpose of job:** The Marketing Manager will play a vital role in ensuring that our Membership, Friends and mailing list are aware and take advantage of the great range of activities available at RBSA Gallery.

The role will focus on audience development through online digital promotion, managing the website and online shop, creating and publishing digital newsletters and press releases, managing social media channels and creating all design and print.

The main duties of the post will include:

**Strategic**

- Develop and deliver a marketing and communications strategy for RBSA.
- Devise and deliver an effective audience development strategy to maintain existing audiences and attract new visitors and digital subscribers.
- Devise and deliver press campaigns about the gallery programme and the society.
- Lead on digital development including website content, art blog, online shop, online talks & events.
- Lead on brand development, ensuring consistency across all platforms and increased visibility.

**Communications**

- Manage the design, copy writing and distribution of e-newsletters and campaigns.
- Write and distribute press releases and build relationships with local and national media.
- Publicise gallery exhibitions and activities through the website, print and social media.
- Promote our commercial activities including art & craft sales, the Friend's scheme, workshops, talks, events and gallery hire.
- Work with external partners, particularly within Birmingham and the West Midlands, to maximise our impact in the arts/culture/heritage/tourist sectors.
- Ensure all communications use the same tone of voice and are aligned to RBSA Gallery's identity, policies and procedures.

## **Design, Print & Distribution**

- Work with the Gallery Director to design and produce content for brochures/website.
- Collate, draft and proofread all content.
- Manage the database and coordinate mailouts.
- Manage data collection and integration with the CRM system ensuring the management and use of data complies with GDPR.
- Oversee the creation, design and content of all internal/external communications and associated print including designing them or working with freelance graphic designers.

## **Social Media**

- Manage social media channels to promote RBSA exhibitions, events and other activities.
- Source and create content for social media, working with the RBSA team and network of artists.
- Devise creative ways of using social media to build networks and attract new audiences.

## **Website & Blog**

- Manage and regularly update the website, online shop and art blog.
- Coordinate online exhibitions to publish on the website.
- Add new stock to the online shop, coordinating quality images and descriptions.
- Write original articles and work with artists and writers to produce blog content.

## **Reporting**

- Manage and report on audience participant data across all programmes, including uploading audience data to and extracting from Audience Finder.
- Devise a monitoring and evaluation system for measuring the value of social media activity to support the organisation, including competitor benchmarking, reporting monthly on results.
- Support the evaluation and reporting of all projects to supporters and funders including the collation of audience data, feedback and press coverage, analysing and disseminating as appropriate.
- Report on press coverage, with overall reach obtained.

## **Management**

- Line manage the Retail & Front of House Coordinator.
- Manage any freelance staff and volunteers working directly with you.

Any other duties as may be assigned from time to time by the Gallery Director.

These duties are a guide to the work that the post holder will be required to undertake. They may be altered to meet changing circumstances.

## **PERSON SPECIFICATION**

### **Experience/Knowledge**

Minimum 3 years' experience in marketing & communications, including internal communications and audience development	Essential
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Leadership skills and demonstratable experience at a strategic level	Essential
Experience of digital content production and website development, management and curation	Essential
A track record of writing for a variety of audiences in different styles	Essential
Experience of using digital media applications, including mobile technology and social networking sites	Essential
Experience of print, design and production including producing content in InDesign or similar	Essential
Experience of CRM or database driven marketing	Essential
Knowledge and understanding of the museum/gallery sector	Essential
Experience of website and online shop management using web-authoring software, particularly Wix and Square Up POS system	Essential
Experience of campaign/project management	Essential

### **Skills/Abilities**

Excellent organisational skills and efficiency	Essential
Excellent writing skills	Essential
Meticulous attention to detail and high standards of copywriting, editing and proofing skills	Essential
Strong interpersonal and communication skills	Essential
Excellent IT skills and proficient with Windows based software including Excel and PowerPoint	Essential
Experience of managing databases	Essential
Knowledge of Photoshop and InDesign and the ability to design posters/brochures using templates	Essential
The ability to work under pressure and produce high quality work within tight deadlines	Essential
Self-motivation and ability to work independently	Essential
Excellent time management skills	Essential
Able to work effectively as a member of the team and develop good working relationships with colleagues.	Essential

## **Qualifications**

Arts Degree	Desirable
A recognised marketing qualification	Desirable

### **Holiday entitlement**

The post holder will be entitled to 5.6 weeks annual leave (including bank holidays), pro-rata.

### **Pension**

Workplace pension: employee contribution 5%, employer contribution 3%.

### **Probationary period**

This post is subject to a probationary period of three months. On completion, and unless otherwise extended, the position will become permanent and subject to one month's notice of termination on either side. In addition, on completion, and unless otherwise extended, the appointment is subject to successful completion of an enhanced DBS disclosure.

Thank you for your interest in the RBSA and we look forward to receiving your application. *This information aims to provide details relating to this opportunity; it is not a contract of employment or role profile.*