

JOB DESCRIPTION

& CANDIDATE PROFILE

JOB TITLE: **Communications & Digital Advisor**

DEPARTMENT: Communications & Marketing

LOCATION: The Piece Hall, Halifax

SALARY SCALE: £25,000 per annum

HOURS: Full-Time (37.5 hours per week)

HOLIDAYS: 28 days (inclusive of bank holidays)

CONTRACT: 12 Months Fixed-Term – Maternity Cover

REPORTS TO: Head of Communications

**PURPOSE OF THE JOB**

Reporting to the Head of Communications, you will be a creative individual with communications and/or experience who will take overall responsibility for the in house design and digital content for The Piece Hall (TPH) - a unique Grade I Listed cloth hall, dating back to 1779. You will lead on the day-to-day promotion of TPH content, including shows and events, through the effective use of social media, e-newsletters, digital and print brochures and cross promotion).

Through the creation of compelling content, the development and implemention of exciting seasonal campaigns and communications and stakeholder management, the post holder will make a significant contribution to the realisation of the organisation’s goal of becoming a world class heritage, retail, food and events destination.

**KEY DELIVERABLES/ACCOUNTABILITIES**

## Content

* The Communications & Digital Advisor is responsible for the overall design and digital content for The Piece Hall Trust and its programme of events
* To design and create the print and online marketing adverts and banners
* The day-to-day promotion of projects and events
* With the Head of Communications, manage the digital newsletters and other digital communications (E-News, Website, social media, photography, video)
* Ensure that The Piece Hall’s Trust’s social media channels have timely, regular and creative content.
* To manage production, printing, proof reading and distribution of the main print, leaflets, posters and brochures
* To manage and develop The Piece Hall Trust website and to ensure the website is kept up to date with a range of varied, relevant information
* To work with internal and external partners on marketing for any project associated with the organisation as and when required
* Proactively seek out ways of raising the profile of The Piece Hall Trust and Calderdale as a creative hub
* Work with other venues and partners to look for ways to cross promote campaigns

**General communications**

* Work with external agencies (designers/printers - where relevant) to develop and implement seasonal campaigns to reach The Piece Hall’s target audiences
* Lead on the creation of digital, print and media content as part of innovative and exciting campaigns to maximise footfall, visitor numbers, dwell time, spend and brand awareness of The Piece Hall
* Maintain a strong brand identity across all internal and external communications, collateral and content
* Develop and manage all communications channels including website, social media, email newsletters, advertising and the production and distribution of all digital and printed materials.

**Systems**

* Work closely with the Visitor Services team to develop and maximise income from the Box Office and ticket sales
* Utilise and develop CRM systems to effectively segment our audience data to communicate key messages to target groups.

**Other**

* Be prepared to assist colleagues in any and all aspects of The Piece Hall activity when required
* Be prepared to work ‘unsocial’ hours, including weekends and evenings.
* Take care of your personal health and safety and that of others and report any health and safety. concerns. Ensure proactive compliance with Piece Hall H&S Policies, including risk assessments and implementing safe systems of work.

**PERSON SPECIFICATION:** Communications & Digital Advisor

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| Skills |  |
| Essential | Desirable |
| * Excellent communication skills
* Excellent copywriting
* Accurate English spelling and grammar
* Computer literate with a sound knowledge of Word, Excel, email and internet
* Excellent telephone manner
* Diplomacy and tact
* Organised and able to work to deadlines
* Knowledge of design and editing packages
 | * A current driving licence
* Knowledge of the local area
* Good presentation skills
* Some filming and PR experience
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| Experience |  |
| Essential | Desirable |
| *Digital & Design** Graphic Design skills and packages – Photoshop, InDesign
* Working with designers, printers and other agencies
* An understanding of website content management systems
* Working knowledge of social media and various channels: (Twitter, Facebook, Instagram, Flickr, YouTube, Hootsuite)
* Basic statistical analysis (Goggle Analytics)
* Digital marketing
* Understanding of branding

*Communications** Targetted creatve content creation for various social media channels
* Writing newsletters or content for marketing channels
* Compiling and presenting social media insights in effective and compelling ways
* An understanding of the communications mix
* Planning
* Working to deadlines
* Working with the public
 | * Supervision of volunteers and other trainees
* Familiarity with Spektrix or another computerised Box Office system
* Report writing
* An understanding of audience development
* An understanding of the Data Protection Act and other relevant legislation
* Managing a budget
* An understanding of the development and implementation of short term and long term marketing strategies
* Experience of working in an arts/creative /cultural organisation in a marketing role
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| Qualifications and/or Training |   |
| Essential | Desirable |
| Educated to degree level standard in subjects relevant to the post | Training courses undertaken in design, marketing, digital and social media |
| Abilities and Attitudes |  |
| Essential | Desirable |
| * Commitment to Equal Opportunities
* A genuine interest in The Piece Hall and its programme of events
* Willing to work flexible hours on occasions
 | * Dedication to the arts/cultural sector and increasing attendance to arts events and activities
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N.B. The Piece Hall Trust expects all staff and volunteers to maintain and demonstrate a very positive and supportive attitude to the organisation and to all colleagues at all times, and we consider this to be the key “behaviour” that is applied to all other requirements of all posts.

Please note:

* This job description is not exhaustive and amendments and additions may be required in line with future changes in policy, regulation or organisational requirements, it will be reviewed on a regular basis
* You may be offered overtime or required to work overtime in addition to your normal hours of work if instructed to do so by the Trust on reasonable notice or if necessary for the proper performance of your duties. The Trust does not guarantee that overtime will be available to you. Any overtime worked must receive prior authorisation from your line manager. Overtime will not be paid, however you shall be entitled to one day's holiday (or a pro-rata equivalent – for example, 3 hours time off in lieu if you work 3 hours overtime) as time off in lieu in respect of any overtime that is authorised and subsequently worked
* This role is subject to a basic criminal record check