



Marketing & Communications Manager

SKILLS, KNOWLEDGE AND EXPERIENCE

ESSENTIAL:

- Experience in social media, communications and marketing, with a passion to use those skills.
- Excellent written communication skills, with a proven track record of impactful copywriting.
- Knowledge of digital marketing tools (including Mailchimp), team management tools (e.g. Slack, Trello), social media management tools (including Facebook Ads Manager or Facebook Business, and Hootsuite or similar scheduling software) and social media analytics (minimum of Facebook Insights and Twitter Analytics).
- Ability to meet deadlines and manage workload, combined with strong organisational and time management skills.
- Excellent verbal communication skills with an ability to encourage and inspire other team members and relate to a range of people (both in-house and with external clients and suppliers).
- Able to work alone and be part of a team.
- Adaptable in a fast-paced environment with a pro-active and creative mindset.
- An understanding of data protection and marketing codes.
- Good general IT knowledge, including Microsoft Office.
- Applicants must have a personal Christian faith – this is an occupational requirement.

DESIRABLE:

- Some knowledge of Adobe programmes (Photoshop, InDesign etc).
- Knowledge of Google Analytics.
- Experience of working in the creative industry.

continued overleaf

KEY RESPONSIBILITIES:

- Developing and heading up social media and marketing campaigns.
- Expanding Saltmine's support base through online and offline communications.
- Becoming an expert on Saltmine's ethos, vision and productions; crafting a recognisable tone of voice to link all content together and ensure brand cohesion.
- Copywriting for internal and external communications; web, digital and event materials.
- Keeping the website up to date and current - liaising with the Creative Coordinator and Web Developer to update and amend the website, collaborating with the Design and Web team to decide format of website content and produce digital assets for further promotion.
- Creating, writing and collating additional articles for the news section of the website, and identifying and pursuing new opportunities/partnerships for relevant content.
- Raising brand awareness on our social media platforms; profiling Saltmine to ensure our viewability meets or exceeds the standards of our competitors.
- Arranging, posting live and scheduling content for core social media accounts (Facebook, Twitter, Instagram & YouTube). Sharing job postings and other relevant updates on LinkedIn.
- Running a Facebook Ads Manager/Facebook Business account; using location targeting, Facebook ads and Instagram ads.
- Community Management of all social media accounts (including relevant interactions and championing partnership content).
- Optimising Search Engine results for Saltmine.
- Sourcing contacts and growing PR lists; building relationships with press and networks.
- Coordinating the distribution of assets, reviewing and approving third party communications material and advising on progress.
- Working together with the CEO, Media & Design Leads to see new ideas put on the table and come to life while we strive for excellence in all we do; working with/supporting the Design Lead to bring continuity and innovation to the aesthetic face of Saltmine.
- Sourcing information, images and content for monthly emails and other email updates. Creating 'drag and drop' email updates for lists and email templates for use outside of lists using Mailchimp (liaising with graphic designers on 'code your own' templates).
- Working with the CEO and Media & Design Leads to outline, collate and edit the content for Saltmine News (our bi-annual print mail-out).
- Working with the Creative Coordinator to prepare all items for exhibition spaces/tour fronts of house.
- Leading the annual Christmas fundraising and London Marathon fundraising initiatives.
- Recording monthly social media statistics and sending relevant updates to the CEO. Liaising with the Creative Coordinator to record statistics for each tour and add to the yearly spreadsheet.
- Managing the Media staff calendars and coordinating live shoot dates.
- Managing internal signage and communications.
- Logging uniform stock and liaising with the Design Lead on ordering new items.
- Staying up to date on social media trends, network interface and function updates, and regularly reviewing the way we use our accounts.