



## **NEW WRITING SOUTH – JOB PACK**

### **DIGITAL AND MARKETING MANAGER**

Thank you for your interest in the role of Digital and Marketing Manager at New Writing South.

This role is **Part Time – 2.5 days per week**.

An introduction to the company and all the information you need about the post and the application procedure is provided in this pack.

**The deadline for applications is midday on 3<sup>rd</sup> July 2019**

If you have any questions please email [lesley@newwritingsouth.com](mailto:lesley@newwritingsouth.com) with “Digital and Marketing Manager Query” in the subject line.

### **INTRODUCTION**

**New Writing South** is for anyone who loves to write; we feed the creativity of aspiring, emerging and established writers by offering:

- the highest quality training including 1- and 2-year degree-level programmes, short courses, and master classes or workshops covering all aspects of writing
- services including script-reading, mentoring and one-to-one surgeries
- networking events with artists and industry speakers to inspire writers’ creative journeys

We regularly run bursary schemes and competitions and our rolling information service keeps writers up to date with opportunities across the UK.

New Writing South serves writers from across southeast England, and we have active groups in Brighton, Hastings and Crawley. At our home in central Brighton, The Writers’ Place, we offer a supportive creative space with regular events, performances and networking opportunities.

We’re committed to nurturing an inclusive community of writers, regardless of background or previous experience. We have dedicated meetup groups for Black, Asian and minority ethnic writers, and writers who identify as LGBTQ+.

NWS is a registered charity. We receive core funding from Arts Council England as a National Portfolio Organisation and seek project funding from a diverse range of sources. Our partners include arts organisations, libraries, venues, schools and colleges.

**[newwritingsouth.com](http://newwritingsouth.com)**

**[facebook.com/newwritingsouth](https://facebook.com/newwritingsouth)**

**[@newwritingsouth](https://twitter.com/newwritingsouth)**

## **CURRENT DIGITAL AND MARKETING PRIORITIES**

New Writing South's key digital and marketing goals are

- audience development
  - to widen and diversify our audience/participant base, in line with revised business priorities
  - to gain a better understanding of our audiences
  - to deepen their engagement
- brand awareness
  - to increase brand awareness, especially across the South East region
  - to build/capitalise on audience/participant advocacy
- optimisation of marketing tools
  - SEO
  - Patronbase CRM
  - communication and newsletter
  - social media

## **ABOUT THE ROLE**

The Digital and Marketing Manager will be responsible for developing and implementing New Writing South's digital and marketing strategies and campaigns across all activities, and leading the ongoing development of the company website as a hub for writers across the region.

The Digital and Marketing Manager will:

- lead on digital and wider marketing strategies and campaigns across all of New Writing South's activities, managing all digital and print marketing collateral, and running multi-channel campaigns to foster online communities and achieve agreed income and user targets.
- refresh and implement NWS brand (including messaging, style-consistency and tone guidelines) across all activities.
- take the lead responsibility for NWS's website, social media and digital channels including:
  - creating, commissioning, managing and monitoring content
  - driving and monitoring traffic
  - technical oversight.
- develop and manage online programme activity with NWS Programmers.

## **DIGITAL AND MARKETING MANAGER (Part Time – 2.5 days per week)**

Salary: £28,000 pro rata

Reports to: Chief Executive

Works closely with: Programme Managers, General Manager, marketing teams from partner organisations, freelance PR and press representatives

### **PURPOSE**

The Digital and Marketing Manager will be responsible for developing and implementing New Writing South's digital and marketing strategies to achieve business plan objectives of increasing reach and growing income for its creative products.

In this role, you will:

- lead on digital marketing and communications for all of New Writing South's courses, workshops, event and initiatives, running creative multi-channel campaigns helping to achieve agreed income and/or participant targets
- project manage the ongoing development the New Writing South website in line with a refreshed visual identity
- lead on the development and delivery of new online educational products and creative activities, overseeing their successful launch, delivery and evaluation

### **RESPONSIBILITIES**

#### **Website & Marketing**

- Manage the ongoing development of the New Writing South website in line with a refreshed brand identity
- Manage the day-to-day running of the website, keeping content up to date, engaging and relevant
- Devise marketing strategies including digital campaigns to achieve maximum take up of courses and services
- Commission engaging, high-quality SEO-friendly content for website, e-newsletter and social platforms, and managing the rolling content calendar
- Coordinate company social media output
- Create and send the monthly e-newsletter and other marketing and customer service emails, devising strategies to increase readership and click-through rates
- Foster NWS's communities including Facebook, Twitter and Instagram by developing creative campaigns to increase reach and engagement linked to the aims of NWS
- Use a range of insights (paper and online surveys, Google Analytics, Facebook insights, Audience Finder) to better understand the NWS audience, and feed back into organisational business planning, reporting and evaluation

- Develop good working relations with partner organisations, writers' groups, librarians and other communities of interest for effective co-promotion and quality backlinks
- Act as brand guardian and maximise New Writing South's profile in external promotional material (e.g. partnership events, national competitions, etc)
- Produce and distribute occasional print-based marketing as required
- Oversee the work of a freelance press consultant to maximise profile and reach for the organisation

### **Digital Programme**

To lead on the design and successful delivery of new online courses targeted at writers in the wider region and nationally as part of an integrated programme of online and real-world events, workshops and meet-ups.

- Research third party online course providers (e.g. Slack, Moodle, Teachable and others) to establish most effective and profitable platform
- Oversee integration of course platform with New Writing South's website to ensure a smooth user journey
- Plan the launch and delivery of course to start in Spring 2020
- Effectively market the courses to maximise take-up amongst the target constituency
- Monitor and evaluate participants' experience and incorporate feedback into future planning
- Promote and protect the New Writing South brand at all times
- Oversee the work of digital and design agencies, and freelance photographers, filmmakers, writers and other content creators where appropriate

### **General**

- Be an active member of the Regional Literature Development Agencies marketing network and share good practice and insight
- Work with the Chief Executive to agree year-round budget and resource allocation to support successful delivery of outcomes
- Research and keep abreast of shifting digital landscape, exploring and initiating opportunities appropriate for scale and remit of organisation (including potential online income streams)
- Demonstrate a commitment to equal opportunities in all aspects of NWS's work
- Demonstrate compliance with the latest data protection legislations, and regularly update Privacy Policy
- Have an understanding of safeguarding issues when working with young people and vulnerable adults in relation to marketing and public-facing activity
- Attending and supporting delivery of NWS live events and activity
- Other related tasks as required

## **PERSON SPECIFICATION**

### **Essential**

- Proven digital project management skills including budgeting and resourcing
- Experience of developing and marketing new online products / services (such as online courses) in a comparable field
- Experience working with Wordpress website management system
- Experience of devising and running creative multi-channel marketing campaigns for a range of products, events or services
- Experience of tracking effectiveness of paid and organic digital campaigns using Google Analytics, Google Tag Manager, Facebook and Mailchimp conversion tracking and other tools
- Experience of producing or commissioning great SEO-friendly content for digital channels
- Experience of writing and sending e-mail marketing campaigns (Mailchimp or similar)
- Experience of growing engaged communities online, including Facebook, Twitter and others; of running engaging social media campaigns to build a brand
- Proficient with running paid campaigns with Google AdWords, Facebook and others
- Experience of managing customer databases, including compliance with current and future data protection legislation
- Strong command of English, excellent copywriting and proofreading skills, and keen eye for detail
- An interest in literature development or the arts generally
- A demonstrable understanding of equal opportunities and inclusion

### **Desirable**

- Experience of running courses or webinars using third party e-learning platforms such as Moodle, Slack, Teachable, Articulate Storyline etc
- Experience of using online ticketing systems in particular PatronBase
- Experience using Photoshop
- Experience of the literature development sector

## **POSITIVE ACTION IN RECRUITMENT**

New Writing South values and promotes diversity and is committed to equality and opportunity for all. All employees are required to comply with and actively promote our Equality policy.

Positive action refers to a range of measures and initiatives that employers can lawfully take to actively encourage individuals from under-represented groups to apply. The selection procedure itself is no different and is based solely on merit.

We particularly welcome applications from disabled and Black, Asian, Minority Ethnic or mixed race people who are currently under-represented within the organisation.

If you have a disability and would prefer to apply in a different format or would like us to make reasonable adjustments to enable you to attend interview, please contact Sarah Crompton at [generalmanager@newwritingsouth.com](mailto:generalmanager@newwritingsouth.com) or on 01273 735353.

Please note, our ground floor offices are located in central Brighton however our accessible bathroom facilities are not available to office staff while workshops and masterclasses are in session.

## **HOW TO APPLY**

To apply for the post of please send us:

- a letter indicating why you are interested in the position and how your skills and experience are appropriate for the post. Please include your earliest available start date/notice period and your current salary.

The letter should be no more than two sides of A4.

- your CV detailing your employment history and the key responsibilities held in relevant roles. Your CV should include two referees (one relating to your current/most recent work)
- an Equal Opportunities Monitoring Form (this is for monitoring purposes only and will be detached from your application)

Please send your application to [generalmanager@newwritingsouth.com](mailto:generalmanager@newwritingsouth.com) with '**Digital and Marketing Manager Application**' in the subject line.

Please include your contact details (name, address, email, phone) in your cover letter/email or on your CV.

**The deadline for applications is midday on 3<sup>rd</sup> July 2019.**

Applicants will be notified if they have been shortlisted for interview by 10<sup>th</sup> July 2019.

**Interviews will take place in Brighton on 19<sup>th</sup> July.** Please let us know in your application if you are unavailable on this date.

All positions at New Writing South are offered subject to the following conditions:

- Receipt of satisfactory references
- Proof that you are legally entitled to work in the UK