



The Photography Network

Redeye, the Photography Network

Marketing Officer – information and application form

April 2018

1. INTRODUCTION

Many thanks for your interest in the post of marketing officer at Redeye.

Redeye is a small organisation with ambitious plans. We are widely recognised as one of the UK's leading networks in photography. In April 2018 we renewed our contract with Arts Council England as a "Sector Support Organisation", reinforcing our remit to deliver support across photography. Alongside this we need to generate income from our membership and ticket sales for our innovative events programme and find ingenious and imaginative ways of reaching people. Still, plenty of people tell us they wish they had known about us earlier - are you the person to help us connect with them?

We are seeking a Marketing Officer to work permanently from mid 2018 for 3.5 days a week, at the full-time equivalent salary of £21,600. We may also consider a more experienced candidate working for three days per week at a higher FTE salary of £25,200. The hours may be worked flexibly which could be supportive of family and personal circumstances or professional development and study.

We'd like to select someone who is friendly, hard-working, self-motivated, articulate, has exceptional marketing writing skills, and strong attention to detail. You will need to be good with computers, data, the web and social media. You will need an innate understanding of marketing with a relevant track record, good contacts, experience of PR and perhaps some knowledge and love of photography.

You'll be responsible for planning, delivering and evaluating Redeye's marketing and PR activity - web content, social media, email, press releases and reports - working with other staff as appropriate.

Please apply by 10:00 on 10 May 2018 by email only using the form below.

2. RETURNING YOUR APPLICATION

Please return your application by email, in PDF, RTF, DOC or DOCX format only, to redeyesubmissions@gmail.com, before 10:00am on Thursday 10 May 2018. Use the phrase "Marketing Officer job application" in the email subject. All emails will be acknowledged automatically and if you have not had an acknowledgement within one hour please check your spam folder or call 0845 456 0260.

Please copy parts (a) to (g) of section 4 into a document, or use the same headings, and complete all sections, in addition to any CV you wish to submit. Please don't put "see CV" as the only entry in any section. Please title this application document SurnameFirstnameApplication.pdf (or .doc, .docx or .rtf) using your own name.

Please also copy section 5 into a separate document, titled: SurnameFirstnameEqualOps.pdf (or .doc, .docx or .rtf) using your own name.

Your application **must** include the two documents set out with the headings in sections 4 and 5:

SurnameFirstnameApplication.pdf (or .doc, .docx or .rtf) using your own name

SurnameFirstnameEqualOps.pdf (or .doc, .docx or .rtf) using your own name.

And it **may** also include a CV entitled as follows:

SurnameFirstnameCV.pdf (or .doc, .docx or .rtf)

Application is by email only.

You are welcome to email the above address if you have any queries before submitting your application. Please use the words Marketing query in the title.

Interviews will take place on 22 or 23 May 2018 in Manchester. We aim to inform you if you have been shortlisted for an interview by 15 May. If you haven't heard by then, it means you have not been shortlisted.

Any changes to these details will be posted on our website at www.redeye.org.uk.

3. FULL JOB DESCRIPTION AND PERSON SPECIFICATION

Job overview

- Job title: Marketing Officer.
- Line manager: Redeye Director.
- Location: Manchester, UK, at Redeye's office.
- Hours: 3.5 days per week; days and times to be negotiated. Normal office hours are 10:00 to 18:00 or 09:30 to 17:30. There is occasional evening and weekend work for which time off in lieu will be given. Overtime may be worked by agreement.
- Start date: From June 2018. Exact date to be confirmed.
- Salary: £21,600 per annum FTE i.e. £15,120 (Subject to confirmation. We may also consider a more experienced candidate working for three days per week at a FTE of £25,200).
- Contract: This is a permanent post with a probationary period of 6 months. A freelance contract will also be considered.
- Holidays: 28 days pro rata including bank or public holidays.
- Notice period after probationary period: Four weeks.
- Sick leave: Statutory sickness benefits apply.

Purpose of the job

- Increase Redeye's ticket and membership sales.
- Build Redeye's reputation and engagement with its audiences, service users, supporters, the photographic community and press.
- Research and develop new sales and marketing opportunities.
- Get the message about Redeye's widely respected activities to as many people as possible.

Key tasks and responsibilities - working with other staff as appropriate:

Events

- Write compelling copy for our website and press releases.
- Plan and deliver marketing for events through appropriate channels.
- Attend events where appropriate to build sales and audience engagement.
- Contribute to evaluation and reporting as required.

Membership

- Plan, develop, deliver, evaluate and improve Redeye's marketing strategy for membership.
- Help build our membership offer manageably and sustainably.
- Keep records of and report on membership sales.
- Oversee communications with members.

Public and audience communications

- Create and edit, or commission, useful and high quality web content, including text, photos, and some sound and video.
- Work with designers on print material.
- Write and send out our email newsletters and member emailings.

- Write press releases.
- Develop and deliver press, email and social media campaigns.
- Create digital flyers, signage and similar documents as needed.
- Keep our social media communications lively and active.
- Deal with press, member and public enquiries.
- Talk to people on the phone and at events.

Strategic communications

- Working with the director and other staff, devise, implement and evaluate imaginative marketing campaigns and strategies to reach our targets.
- Plan and oversee the evaluation of marketing activities in line with Redeye's core mission aims and values.
- Keep your eye on new sales and marketing opportunities and member opportunities, help research and develop other income streams.
- Contribute to funding bids - during your employment you may be trained in aspects of fundraising and be expected to apply these skills when ready.
- Write reports on activities as needed for funders, board and other stakeholders.

Your colleagues:

- Our Programme Co-ordinator co-ordinates events programme and provides event info on which your copy is based. Liaise to ensure event communications (reminders, follow-up and surveys) are received.
- Our Customer Services Assistant is first point of contact with members and other queries via email and web contact form, and contributes to data analysis.
- Our Administrator oversees bookkeeping, funding and legal requirements.

Essential skills and qualities:

- Experience of marketing and PR.
- A positive attitude with great self-motivation and the ability to work on your own initiative.
- Excellent communicator, verbally and in writing, to varied audiences.
- Friendly, hard-working, loyal and articulate.
- Good teamworking skills.
- Exceptional writing, editing and proof-reading skills, and attention to detail.
- Ability to write press releases and tailor them for different outlets.
- Ability to work well under pressure, to deadlines and to complete each task to the highest possible standard.
- Fully computer and web literate - good knowledge of MS Office, HTML, social media, web analytics, storage and backup.
- Occasional out of hours availability in the event of urgent queries.
- Budgeting.

Desirable skills:

- Interest in, and some knowledge of, photography.
- Good contacts.
- Understanding of design and relevant software.
- Basic understanding of content management systems and CRMs.

4. APPLICATION FORM

a) Your personal details

First name(s):

Last name:

Address:

Telephone (day):

Telephone (evening):

email:

Twitter:

Instagram:

Facebook:

Other social media:

Please state the earliest date you could take up post, if offered the job:

b) Introduction or covering letter text

Please summarise the key reasons why you are interested in this role and anything special you might bring to it.

c) Relevant experience and suitability for the post

This is your opportunity to make the case for being considered for this role in more detail. Please also indicate how your experience, qualifications or aptitude fit each criterion of the person specification for this post. Also mention how this role will be fitted in with your other commitments.

d) Employment history

Please give details of your employment history and highest level of education, starting with the current or most recent employment. State if any post is voluntary. Include in each case dates, job title, key responsibilities, organisation, and reason for leaving.

If you are freelance or self-employed please give details of your most significant clients and the number or type of commissions you have had from them.

Please also account for any gap longer than 1 month in your employment history.

e) Interests, hobbies & leisure pursuits

Please give details of any other interests you wish to mention.

f) Referees

Please give details of two referees, the first of whom must be one of the following:

- If you are full- or part-time employed, your current line manager
- If you are unemployed, your most recent line manager
- If you are freelance, the person who commissions you at the client organisation you do most work for.

Please explain which one of these roles your first referee carries out.

References may be taken up for shortlisted candidates, but you may state if you do not want this to happen unless a job offer is made. A telephone number and email address is required.

First referee's name:

Address:

Email:

Telephone day:

evening:

How do you know this referee?

May we approach this referee if you are shortlisted, before any job offer is made?

Second referee's name:

Address:

Email:

Telephone day:

evening:

How do you know this referee?

May we approach this referee if you are shortlisted, before any job offer is made?

g) Declaration

Please sign or type your name and date here to indicate the following:

I confirm that the information I have given on this form is correct. I understand that false information or misleading statements may be sufficient grounds for dismissal if I have been appointed on the basis of this information.

5. EQUAL OPPORTUNITIES

We'd like Redeye to be welcoming to a wide range of people. To check we are managing to do this, we're collecting some statistics relating to equality issues.

The details you provide will be treated as strictly confidential and in no way will they be taken into account in shortlisting or determining your suitability for the post. The information collected here will not be attributable to any one individual.

This section will be separated from your application immediately upon receipt. It will be used for statistical purposes only. Please provide the details about yourself by filling in the form below. If you prefer not to answer a question please leave it blank. If you prefer not to answer any questions please mark the final box.

a. What is your gender?

b. What age range are you in?

Under 18 []

18-25 []

26-35 []

36-45 []

46-60 []

61-75 []

76 or over []

c. What is your nationality?

d. What is your ethnicity?

e. Do you consider yourself to have a disability?

Yes [] No []

f. Please mark here if you prefer not to answer any questions: []

Thank you very much.