

JOB DESCRIPTION **Digital Marketing & Insights Officer**

- Reporting to :** Head of Marketing and Development
- Responsible for:** Departmental budget.
- Salary and hours :** Annual Fixed Salary £16,200 (£13.80 per hour, 22.5 hrs pw)
- Timing :** Commencing 4 October 2021 or at the earliest opportunity
- Contract :** Negotiable - PAYE or freelance contract
- Location :** MOSTYN, Llandudno and remote working as required under current Covid-related restrictions, with occasional travel in Wales and the UK.
- Purpose :** To manage and optimise the effective delivery of digital marketing activity, digital analysis and data-driven insights for MOSTYN, creating captivating digital marketing/advertising campaigns and content for exhibitions, events, retail, digital content and learning opportunities. With a passion and strong interest in contemporary culture, attention to detail and an appetite for utilising digital tools and trends to optimise the performance of MOSTYN's new website (in progress), digital campaigns and social media channels, the postholder will manage data driven marketing activity that encourages physical footfall to the gallery, engagement with our digital content and integration with our customer database.

Key responsibilities:

- In response to MOSTYN Business Plan, 2020-22, deliver the marketing strategy that plays to MOSTYN's strengths as Wales's hub for contemporary artists and the visual arts.
- Manage digital audience relations and communication activities across the organisation, increasing visibility and audience reach via timely and optimised press and digital campaigns, including co-production of content for MOSTYN Shop and MOSTYN print and digital channels and external third-party platforms.
- Manage the integration and efficiency of audience insights, data capture, analytics across the Communications and Fundraising Team, to build a wider intelligence regarding performance and maintain up to date statistical analysis and reporting dashboards for MOSTYN's e-marketing, websites / online spaces to improve future activity.
- Manage and develop marketing and audience databases, data processes, Data Sharing Agreements and GDPR workflows as part of a CRM (Customer Relationship Management) framework.
- Manage paid social media, Google Adwords, Google Analytics, Search Engine Optimisation and analysis of digital marketing campaigns as well as monitor key targets, outputs and performance with the Marketing and

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Development Team, leading on measuring and reporting on the impact of activity.

- Monitor, report and manage strategies to optimise visitor feedback published on external platforms including TripAdvisor, GoogleBusiness, Facebook, Instagram and Twitter.
- Contribute to the development of the new website to ensure MOSTYN's site and online platforms are performing efficiently, securely and are technically up to date and optimised.
- Support the development and viability of new digital platforms / apps, seasonal (print) brochures and posters and their integration to grow and/or deepen physical and digital reach and engagement with a range of audiences and crossover with exhibition, public programme, retail, and learning.
- Contribute to the delivery of third-party digital activity e.g. working with external partners for collaborative projects.
- Attend networking/media/cultivation events and meetings with potential media outlets representatives, influencers, donors, funders, editors and publishers.

General responsibilities:

- Make a pro-active contribution to MOSTYN in order to deliver the Business Plan and agree / manage departmental budgets as allocated.
- Represent the organisation locally, nationally and internationally.
- Manage systems and work with other Staff to ensure the smooth running of programmes, including setting milestones and ensuring that all press / media requests are processed appropriately, and evaluation reports are submitted as required.

In common with all post holders, the Digital Marketing and Insights Officer is expected:

- To take responsibility for their own and their colleagues' health and safety, including adhering to MOSTYN Covid-19 protocols and procedures.
- To ensure the security of the gallery and other spaces in MOSTYN.
- To act as an advocate of MOSTYN and promote its vision and activities, representing MOSTYN at external events.
- To actively contribute to and support fundraising and be aware of MOSTYN's case for need".
- To collaborate with all other departments.
- To ensure MOSTYN systems, policies and processes are adhered to in the execution of the duties.

This is not an exhaustive list of duties. It may be necessary to undertake other reasonable duties for the successful execution of this role and to meet the aims of the organisation.

Essential criteria:

- Eligibility to work in the UK.
- Excellent written and verbal communication skills, attention to detail and the ability to present information accurately, clearly, and persuasively.
- Experience of managing print-based and paid digital, Search Engine Optimisation, Google Analytics and social media marketing campaigns.

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- Experience of managing digital campaigns that boost follower growth, engagement and website traffic including commercial marketing tools such as Google Adwords, re-marketing, PPC, automation.
- Experience in creating and managing data and digital analytical dashboards and preparing reports on activity and performance including track record in managing and using CRM databases data flow processes and strong knowledge of GDPR best practice.
- Experience of using website CMS systems and liaison with technical web developers.
- Strong knowledge of innovation and new developments in digital and social media technology and trends and passion about contemporary culture / art.
- Ability to prioritise and work with complex workload with multiple deadlines.
- Fluency, knowledge of or active interest in the Welsh language and its communities is essential for this role.

Hours of work

This is a role working 22.5 hours per week. The distribution of these hours is by negotiation. There will be a requirement to work unsocial hours in the execution of this role.

Application deadline and interviews

The closing date for applications is **Thursday 23 September 2021**, close of day. Interviews will take place on Wednesday 29 August and Thursday 30 August 2021, with a commencing date as early as 4 October 2021 (subject to notice).

Please indicate your expected start date on your application.

Equality

We are committed to equality and diversity within our workforce and in all opportunities provided by MOSTYN, working towards a team that is made up of diverse skills, experiences and abilities. We therefore encourage applications from all backgrounds, communities and industries, and particularly from disabled people and people from black, Asian and minority ethnic backgrounds, as these groups are currently under-represented in the cultural sector.

Whilst some of our offices have barriers to access, we continue to encourage interest from applicants who require reasonable adjustments within the workplace. We ask everyone who works with us to champion this ambition and embed it in their day-to-day work, and this is monitored through MOSTYN's annual Equality Action Plan.

For any enquiry in relation to this opportunity, please email Clare Harding: clare@mostyn.org.

How to apply:

- Submit a CV and Covering Letter. Ensure you tell us how you meet the knowledge, skills and experience in the person specification.

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- Supply the names, email address, full postal address and telephone numbers of two people who can give you a reference. At least one of these should be your current or most recent employer.
- Email your application to Clare Harding, Head of Marketing and Development: clare@mostyn.org.
- Any application received after the deadline may not be included in the recruitment process.
- If this process is not an appropriate method for you because of an impairment or disability, please contact us to make alternative arrangements.