**Digital Communications OFFICER**

## APPLICATION PACK

Thank you for your interest in the above position.

Details of the background and context to this position can be found in this pack.

**How to apply**

Your complete application should include the following:

1. An application form
2. Up to date CV which explains any gaps in employment
3. A brief covering letter

Once you have completed your application documents, please return them before the closing date to:

Penni Pierce  
Executive and Project Assistant

Creative Folkestone

Quarterhouse  
Mill Bay

Folkestone

Kent CT20 1BN

Or alternatively, please email your completed application to: [pennipierce@creativefolkestone.org.uk](mailto:pennipierce@creativefolkestone.org.uk)

If you have any questions relating to this vacancy, please contact the Marketing and Communications Manager by email: [owenkimm@creativefolkestone.org.uk](mailto:owenkimm@creativefolkestone.org.uk)

**Deadline**5pm, Sunday 2 August 2020

**Interview process**

Interviews will take place during the week commencing 17 August 2020.

As part of the formal interview process you will be asked to prepare a portfolio and/or presentation of your work, focussing on design, film and digital content creation.

There will also be a short task. Information about the task will be provided if selected for interview.

Interviews may be held via Zoom depending on social distancing restrictions.

**ABOUT THE CREATIVE FOLKESTONE**

**Our Vision**

The Creative Folkestone is a unique arts organisation with a range of activities meaning it makes a positive difference to the town, the region, its inhabitants and its visitors. This gives the charity a significant advantage in making it a great place to work.

**Our Mission**

The Creative Folkestone is an independent arts charity dedicated to enabling the regeneration of Folkestone through creative activity. Working with the people of Folkestone, our partners and other stakeholders we will transform the town making a better place to live, work, visit and study.

**Our goals and objectives**

**Goal 1: Creatively engage the people of Folkestone**

Objective 1: Bring quality art to the town for everyone in Folkestone

Objective 2: Bring quality creatives to Folkestone and the Creative Quarter

Objective 3: Provide opportunities for people to develop creatively

Objective 4: Encourage creative engagement with partners and agencies

**Goal 2: Creatively transform the look of Folkestone**

Objective 1: Bring artwork to the town

Objective 2: Creatively maintain the Creative Folkestone portfolio

Objective 3: Ensure the Creative Quarter public realm looks and feels   
 attractive

Objective 4: Encourage creative engagement by relevant bodies and   
 individuals with property and the public realm

**Goal 3: Creatively change the economy of Folkestone**

Objective 1: Attract and retain new creative businesses

Objective 2: Deliver the creative visitor economy

Objective 3: Attract creatively engaged people to live in Folkestone

Objective 4: Encourage creative investment in Folkestone by others

**Goal 4: Change the reputation of Folkestone as a creative town**

Objective 1: Promote the Creative Folkestone model for immersive  
 creatively-led regeneration

Objective 2: Effective promotion of Creative Folkestone activities

Objective 3: Create a virtual Creative Folkestone through digital   
 technology

Objective 4: Encourage others to promote the reputation of Folkestone

**Goal 5: Create a sustainable Creative Folkestone**

Objective 1: Have a clear understanding of CF’s vision, mission, values   
 and business plan

Objective 2: Align the financial model with the organisation's vision

Objective 3: Invest in resources, including staff, to deliver the vision

Objective 4: Build appropriate partnerships to deliver the vision

[www.creativeFolkestone.org.uk](http://www.creativeFolkestone.org.uk)

All Creative Folkestone projects:

[Creative Quarter](http://www.creativequarterfolkestone.org.uk/)

[Quarterhouse](https://www.quarterhouse.co.uk/)

[Folkestone Book Festival](http://www.folkestonebookfest.com/)

Folkestone [Artworks](http://folkestoneartworks.co.uk/)

[Folkestone Triennial](http://www.folkestonetriennial.org.uk/)

**DIGITIAL COMMUNICATIONS OFFICER**

**JOB DESCRIPTION**

**Salary:** £20,750 per annum

**Reports to:** Marketing and Communications Manager

**Location:** Based at Creative Folkestone Quarterhouse with some home working

**Hours:** Full time / permanent

**Job Purpose**

**Purpose of Job/Key Objectives**

Working closely with the Marketing and Communications Manager you will work across Creative Folkestone’s five projects and associated activity. The communications team are responsible for enhancing the organisation’s profile, increasing and diversifying its audiences, driving sales and donations, growing the membership base and delivering digital projects. To achieve our goals, the communication team operate in an agile way delivering creative campaigns that support Creative Folkestone’s mission and vision.

As Digital Communications Officer, you will be part of a small team that deliver ambitious marketing and communications campaigns for Creative Folkestone. You will help to design, develop and deliver creative campaigns for all of Creative Folkestone’s projects (Folkestone Quarterhouse, Folkestone Triennial, Creative Quarter, Folkestone Book Festival and Folkestone Artworks), as well as our learning and engagement programme and other festivals and projects. Through forward-thinking communications, you will help to place Creative Folkestone and the town on the cultural map of the UK and internationally.

This is an exciting time to join Creative Folkestone as we embark on new phases of work. As an organisation we are becoming more digital and this role helps to futureproof the organisation. You will be part of a dynamic team that will create content and grow the communications and marketing reach of the organisation. We are looking for someone that is passionate about helping us to grow into the future as one of the UKs leading cultural organisations.

**Principal Duties/Tasks and Responsibilities**

* Deliver digital communications plans for projects or campaigns.
* Monitor and report on digital analytics across social media, Google Analytics and others reporting tools.
* Communicate compelling stories and key messages to specific target audiences through a variety of digital mediums.
* Produce high quality digital content using images, video and text for a range of different projects.
* Create marketing and communications materials in-house for online and in print
* Write for digital content, including for a range of social media platforms and websites.
* Produce or co-create video and sound content for specific projects and audiences.
* Manage and maintain the Creative Folkestone website.
* Monitor ticket sales for Quarterhouse, Folkestone Book Festival and other ticketed events and use Spektrix to help the Marketing and Communications Manager design effective marketing campaigns.
* Develop, maintain and update marketing contact lists and databases.
* Be a digital champion for Creative Folkestone encouraging and coaching other departments and stakeholders to create digital content.
* Work with the Marketing and Communications Manager to develop and deliver digital advertising campaigns
* Be a champion for diversity and accessibility across all communications and marketing activity

**Other Duties/Tasks and Responsibilities**

* Work with the Marketing and Communications Manager to prepare, produce and distribute promotional material including posters, brochures and other generic marketing material.
* Work with the Marketing and Communications Manager to design and develop strategies, plans and campaigns
* Work with the Marketing and Communications Manager to ensure consistent use of the organisation’s brand across the organisation and act as a brand guardian at all times.
* Maintain high standards of customer care in dealing with members of the public.
* Contribute towards the day to day running of Creative Folkestone and adhere to its policies
* Work with other stakeholders on joint campaigns to promote art and culture in Folkestone and East Kent.
* Undertake any other duties as required in support of the aims and objectives of Creative Folkestone.

**NB this job description is provided to assist the post holder to know their principal duties. It may be amended, however from time to time in consultation with you, by or on behalf of the Creative Folkestone Chief Executive without change to the level of responsibility appropriate to the grading of the post.**

**Person Specification**

|  |  |
| --- | --- |
| **Essential** | **Desirable** |
| **Skills, experience and knowledge**   * Intermediate knowledge of graphic design principles and experience of applying them to producing digital content * Experienced in using Adobe CC Photoshop or Illustrator for creating visual content to a high level * Video and / or sound recording and editing experience for the purpose of producing digital content * Strong awareness of accessibility and representation within the arts * Experience of managing digital communication channels including websites, and social media, such as Facebook and Twitter * Excellent communication skills, specifically written English * An eye for detail and good proof reading skills * Excellent IT skills with specific experience of working with databases and MS office applications * Interest in the visual and performing arts and understanding of the aims and objectives of Creative Folkestone * Demonstrate excellent administration and organisational skills, working under pressure to tight deadlines whilst managing multiple projects   **Approach to work**   * Team player * Flexible and adaptable * Creative, innovative and curious * Proactive and dynamic * Demonstrates initiative when required | **Skills, experience and knowledge**   * Relevant experience in an arts organisation and/or visitor attraction * Marketing, IT, design degree or other qualification * Arts related degree or other qualification * Previous experience of working in a marketing or communications role * Experience of using Spektrix * Demonstrate an awareness and understanding of marketing within an arts and regeneration environment |

Creative Folkestone strives to be an equal opportunities employer and welcomes applications from all sections of the community. We particularly encourage applications from those underrepresented in the arts including Black, Asian and anyone from minority ethnic backgrounds.

**DIGITAL COMMUNICATIONS OFFICER**

**APPLICATION FORM**

**SECTION 1: APPLICANT DETAILS**

|  |  |
| --- | --- |
| **Name:** |  |
| **Address:** |  |
| **Mobile number:** |  |
| **Home telephone:** |  |
| **Email address:** |  |

|  |
| --- |
| Are you legally eligible for employment in the UK? |
| How did you hear about this vacancy? |
| What is your notice period / earliest availability to take up a new position? |

**SECTION 2: DECLARATION**

Please sign below to indicate that you are providing full and accurate information in your application, including this form, your covering letter, CV and any subsequent interview; and that furthermore you understand that withholding or misrepresenting relevant information may be grounds for dismissal.

Signature: Date:

|  |
| --- |
| (FOR OFFICE USE ONLY)  DATE RECEIVED:  DATE OF INITIAL RESPONSE: |

**SECTION 3:**

**PLEASE PROVIDE A RESPONSE TO THE FOLLOWING QUESTION, USING NO MORE THAN 1000 WORDS:**

Why do you think you are suitable for the Digital Communications Officer opportunity, and what skills will you will bring to this position?

**SECTION 4:**

Please provide details of two referees, one of whom is your current or most recent employer (or key client if freelance) and indicate at which stage you consent for these references to be taken up. If you are shortlisted for an interview we would like to take up as many references as possible before interview.

|  |  |
| --- | --- |
| **Name:** | **Relationship to you:** |
| Organisation: | Contact numbers: |
| Email address: | □ contact at any point  □ contact on offer of first round interview  □ contact on offer of second round interview  □ contact only on offer of employment |

|  |  |
| --- | --- |
| **Name:** | **Relationship to you:** |
| Organisation: | Contact numbers: |
| Email address: | □ contact at any point  □ contact on offer of first round interview  □ contact on offer of second round interview  □ contact only on offer of employment |

**Diversity in the Creative Folkestone Questionnaire**

This form is not a required part of the application process. This page will be separated from your application on receipt, and the information stored anonymously for monitoring purposes to help us track our performance in attracting applications from all sections of the community, particularly regarding the protected characteristics described in the Equalities Act 2010.

**Job Title:** Digital Communications Officer

**Gender identity**

|  |  |
| --- | --- |
| Male (including female to male trans men) | ❑ |
| Female (including male to female trans women) | ❑ |
| Non-Binary (for example, androgyne) | ❑ |
| Prefer not to say | ❑ |

|  |  |  |
| --- | --- | --- |
| Is your gender identity different to your sex registered at birth? | Yes  No  Prefer not to say | ❑  ❑  ❑ |

**Sexual orientation**

|  |  |
| --- | --- |
| Bisexual | ❑ |
| Gay Man | ❑ |
| Gay Woman/Lesbian | ❑ |
| Heterosexual/Straight | ❑ |
| Prefer not to say | ❑ |

**Age**

|  |  |
| --- | --- |
| 0-19 | ❑ |
| 20-34 | ❑ |
| 35-49 | ❑ |
| 50-64 | ❑ |
| 65+ | ❑ |
| Prefer not to say | ❑ |

**Ethnicity**

|  |  |  |
| --- | --- | --- |
| White | British | ❑ |
| Irish | ❑ |
| Gypsy or Irish Traveller | ❑ |
| Any other White background | ❑ |
| Mixed | White and Black Caribbean | ❑ |
| White and Black African | ❑ |
| White and Asian | ❑ |
| Any other Mixed background | ❑ |
| Asian/ Asian British | Indian | ❑ |
| Pakistani | ❑ |
| Bangladeshi | ❑ |
| Chinese | ❑ |
| Any other Asian background | ❑ |
| Black/ Black British | African | ❑ |
| Caribbean | ❑ |
| Any other Black background | ❑ |
| Other | Arab | ❑ |
| Any other ethnic group | ❑ |
| Prefer not to say | ❑ |

**Disability and impairment**

|  |  |  |
| --- | --- | --- |
| Do you consider yourself to be a deaf or disabled person or to have a long term health condition? | Yes  No  Prefer not to say | ❑  ❑  ❑ |
| If you have a disability, is there anything we can do to make our recruitment and selection procedure more accessible to you? | | |