

NEW WRITING NORTH

Marketing and Communications Officer, November 2022

Salary: £20,800 - £24,960 (please note appointments are usually made at the start of the pay band), full-time

We are looking for a full-time Marketing and Communications Officer to join the small, busy and creative team at New Writing North. This is a great opportunity for someone with at least one year's experience in a similar role, who has a keen interest in contemporary literature and is looking to develop their career in the arts. It's an exciting time to join the organisation as we launch several new programmes and work towards creating a Centre for Writing and Publishing in Newcastle upon Tyne.

This role provides marketing support across all of New Writing North's varied programmes, from international literary prizes to young writers' groups. You will work closely with colleagues from different programme teams and will develop relationships with audiences and stakeholders online.

The ideal candidate will be enthusiastic and knowledgeable about marketing in general, and especially digital marketing and its potential for developing audiences. They will be a creative self-starter with a willingness to engage with audiences and to devise, test and evaluate new marketing initiatives.

About New Writing North

New Writing North is the literature development agency for the North of England, and an Arts Council England National Portfolio Organisation. We work in partnership with regional and national partners to produce a range of literary and performance activities including flagship projects such as the Northern Writers' Awards, Young Writers, the David Cohen Prize, the Gordon Burn Prize and Durham Book Festival.

We're a small organisation with a dedicated, creative team, supported by a great board of trustees. Based in Newcastle upon Tyne since 1996, we work to support writers and literature across the North of England.

Please see the Information for Candidates section on our [Vacancies page](#) for more information about our work culture, holidays and benefits.

How to apply

Apply online via our website. To apply for the post you will be asked to upload:

- Your CV (no more than two pages)
- A supporting statement (no more than two pages)
- Details of two referees.

Your statement should outline why you're a suitable candidate for the post and how your skills and experience align with those detailed in the person specification. Please note that New Writing North uses a blind shortlisting process, so you will need to make sure your name does not appear on these documents.

We have an optional opportunity to meet some of the team before the deadline date. At this informal Zoom event you will be able to meet a couple of members the team, find out more about New Writing North's work, and ask any questions you might have about the role.

Key dates

Meet the team event (optional): 12-1pm, Thursday 24 November on Zoom

Deadline for applications: 9am, Friday 9 December 2022

Candidates notified of interview: by Tuesday 13 December 2022

Interviews: Tuesday 20 December 2022 in central Newcastle

Please note that applications received after 9am on Friday 9 December will not be considered.

[Register for the Meet the Team session here.](#) If you can't make the meeting and have questions about the job, please contact Laura Fraine, Senior Marketing and Communications Manager laurafraine@newwritingnorth.com.

Marketing and Communications Officer Job Description and Person Specification

Position in Organisation	
Reports to	Senior Marketing and Communications Manager
Responsible for	No other staff
Budget accountability	None

Overall purpose of the job
<p>The Marketing and Communications Officer supports the work of the Senior Marketing and Communications Manager and the Digital and Design Manager, working on a varied and interesting range of projects across the organisation.</p> <p>The role will lead on social media and newsletters, including collating and editing input from colleagues across the organisation. They will support the broader marketing programme, including developing their own marketing plans for specific projects.</p> <p>Other regular tasks will include managing the New Writing North blog, updating website content, managing the media library, small in-house design jobs and basic photography, filming or editing.</p>

Responsibilities and Duties

Responsibility	% time
1. Marketing 2. Design/ creative support 3. Data and administrative support	70 20 10

Duties required from each Responsibility

Responsibility #1 – Marketing and communications

- Lead the coordination of the monthly New Writing North newsletter, the quarterly Northern Bookshelf readers' newsletter and other communications, including writing original content and compiling and editing content from colleagues
- Lead the coordination of New Writing North's social media channels, Facebook, Twitter, Instagram, LinkedIn, Soundcloud and YouTube including writing and designing original content and compiling and editing content from colleagues
- Work with colleagues to ensure their projects are represented across NWN's channels
- Use digital communications to develop new audiences and strengthen relationships with existing audiences, including writers and aspiring writers, and our peers in the literature and publishing sectors
- Use digital communications to support writers and promote writing from the North of England
- Devise and create imaginative social media and marketing campaigns that help us engage in local and national events or promotions, and align to New Writing North's aims
- Research and collate opportunities for writers and readers in the North of England to share on social media and in our newsletters
- Provide marketing support for New Writing North projects and events, including leading on marketing for specific projects
- Edit and post content on the New Writing North website
- Assist with copywriting and proofreading for website and print material
- Manage the media library
- Keep abreast of changes and trends in social media and digital marketing
- Provide social media and general support at events as required, including some out-of-hours work at a combination of live and virtual events. New Writing North operates a 'time off in lieu' system for out-of-hours work.

Responsibility #2 – Design/creative support

- Create and design original content for social media, including using photography, audio and film
- Support with in-house design tasks such as posters, leaflets and zines using Adobe Creative Suite

Responsibility #3 – Data and administrative support

- Compile and report on data for social media, newsletter and websites, using data to make recommendations and adjustments.

- Input audience data into New Writing North's CRM (Customer Relationship Management system) and funder data collection systems.
- Ensure that learning from data analysis contributes to the delivery of the Marketing and Communication and Audience Development strategies.
- Provide other administrative support across the Marketing team as required

Knowledge, experience and skills required to do job

Area	Essential (required)	Desirable (optional)
Qualifications	A degree level qualification or real-world experience to match that level of knowledge in our area of work	
Experience	At least 1 year's relevant work experience in a similar role	Experience with Wordpress Experience in editing or proofreading others' work

	<p>Strong experience using social media for marketing and communications</p> <p>Strong copywriting experience</p> <p>Some experience with simple design and editing of images and video for social media, using eg Canva, Photoshop</p>	<p>Experience in Adobe Creative Suite</p> <p>Experience working with brand guidelines</p> <p>Experience collecting and managing data</p>
<p>Skills, knowledge and abilities</p>	<p>Excellent communication skills, including the ability to write confidently for different audiences</p> <p>Excellent interpersonal skills to engage with colleagues across the organisation and with stakeholders, peers and writers on social media.</p> <p>A sound understanding of different social media platforms and the kind of content that works on each.</p> <p>Excellent time-management and organisational skills</p> <p>Ability to work independently, manage competing workloads, and be highly proactive</p> <p>Knowledge and interest in contemporary literature and its current talking points</p> <p>Basic photography and/or videography skills</p> <p>Competency in using Microsoft Office, including Word and Excel for day-to-day tasks</p>	<p>Knowledge of Google Analytics</p> <p>Knowledge of SEO and PPC</p>

Personal attributes	A can-do, creative attitude An eye for detail An passion for literature and writing An awareness of different audience needs and sensitivities, particularly on social media	
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Other factors to consider

NWN is interested in hearing from candidates who have

- A good working knowledge of the north of England
- A desire to work within a small team of people and to contribute to a wide agenda of work and projects