

Volunteer Marketing & Communications Director

The John Peel Centre for Creative Arts (JPC), which officially opened its doors in 2013, is a vibrant arts centre based in Stowmarket, at the heart of Suffolk. It offers a varied programme of theatre, music, poetry and visual art exhibitions the. The centre's facilities can be hired by members of the public to run their own events.

It is a Community Interest Company (CIC), led by a board of volunteer Directors. It currently employs four part-time members of staff and has a team of over 60 registered volunteers running the centre.

The JPC is not only a lasting tribute to a much-loved broadcaster but it was conceived with an objective to become a high quality, community owned arts centre which is a beacon of cultural and community activities and initiatives.

The JPC fosters the creative energy of local people and enables wider enjoyment of the arts in Stowmarket. It is keen to support access to and participation in cultural activities. It has a vision to see more members of the community able to participate in and enjoy the benefits of pursuing their own artistic endeavours as well as supporting the artistic efforts of others. In addition, the team at the JPC programme high-quality and high-profile artists, raising the profile of the town and the aspirations of its residents.

The Board is looking for an additional Director with strategic marketing and communications experience, ideally gained within an arts or not for profit setting, who will provide independent and objective guidance to the Board and act as a source of support for the management team. Further details can be found below.

If you think you have the right skills and experience and you would like to join the Board please write a short letter explaining your reasons for wanting to and outlining your experience, to Jane Cox (Strategic Manager) and email it, along with your CV, to jane@johnpeelcentre.co.uk.

For more information about the JPC please visit our website: www.johnpeelcentre.com or contact Jane Cox to discuss the post.

Indicative Duties:

Leadership & Management

- To apply innovative and creative leadership to JPC management, staff and volunteers with Marketing & Communications responsibility within their roles.
- To oversee the management of and accurately report on delegated budgets, contributing to business planning and income development strategies
- To oversee the development and maintenance of a marketing & communications strategy and audience development strategy on behalf of the JPC
- Oversee JPC marketing activity and ensure GDPR compliance
- To serve as an ambassador for the JPC
- Support staff in developing a Digital Marketing Strategy; including a social media strategy and policy as part of the overall Marketing Strategy
- Encourage, train and advise staff on social media posts
- Work with staff and other directors to explore options in terms of building a platform for digital fundraising
- Oversee press relations and support staff in building PR networks
- Oversee research and possible implementation of a fit for purpose yet cost effective integrated Box Office and CRM system, ensuring compliance with GDPR

- To support staff in the development of reporting systems for:
 - Web & social media statistics
 - Audience & customer monitoring, feedback and evaluation
 - Monitoring effectiveness of communication systems employed
- Attendance at and Contribution to regular board and relevant sub-group meetings.
- To lead CPD within the wider JPC team, leading on aspects of training from time to time where appropriate

PERSON SPECIFICATION

Attributes

A commitment to developing the JPCs people, resources and procedures to ensure optimal delivery of the organisations vision and mission

Desirable Skills

A minimum of 3 years marketing/communications experience, ideally in an arts or not for profit environment

- Knowledge of CRM databases, Box Office and Ticketing systems, including segmentation & targeting for personalisation
- Branding experience
- PR experience
- Understanding of GDPR requirements and processes
- Budget management experience and good numerical skills
- Knowledge and experience of digital content & social media, Photoshop, WordPress and MailChimp
- Copywriting skills
- Experience of writing and delivering Marketing and communications strategies
- Understanding of audience development
- Strong analytical and problem-solving capabilities
- Ability to execute, monitor, and analyse campaigns
- Good financial management and budgetary skills
- Highly organised, with good time management skills