

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Marketing and Office Coordinator

Salary: £19,110 pro rata 2 days per week
(3-month contract - possibility of extension)

Accountable to: Deputy Director, Peckham Platform

Location: Quay House 2C, Kings Grove,
London, SE15 2NB

Purpose of Role:

The Marketing and Office Coordinator will be responsible for overseeing the development and delivery of the marketing strategy with the support of the Communications Subcommittee and the wider team in order to manage the marketing schedule on a day-to-day basis. This role will also provide support to the Artistic and Deputy Director in the running of the office and programme activities, including Quarterly Returns and Audience Finder data capture and volunteer management as agreed. The Marketing and Office Coordinator works closely with the Deputy Director in all activity and operates within the financial safeguarding structures of the Finance Officer and supports the smooth running of excellent office systems.

Duties and Responsibilities

Marketing

- To agree on and oversee delivery of and input into the organisations marketing strategy and ensure excellent standard is kept to with regards to publicity.
- To make sure that all media content is relevant and on message to the organisational vision.
- To ensure all social media, e-newsletter, website and print content are delivered as agreed in the communications timeline.
- To liaise with the freelance PR consultant, Deputy Director and artists where applicable to ensure that all press releases are distributed on time and are to excellent standard.
- To continue to build and maintain key reciprocal relationships with other organisations.
- To record and report audience data including website and social media stats and Audience Finder insights.
- To lead a Data Sharing Network with Gasworks and South London Gallery.

Programme

- To support the Deputy Director in delivering the artistic programme including exhibition production, transport, insurance, quality checks and management of freelance technicians.
- To support the installation and takedown of offsite exhibitions to a professional standard.
- To support the Deputy Director with the management and recruitment of volunteers and AWP intern.

Organisational

- To support the professional running of the office on a day-to-day basis including processing financ-

es, cleanliness, incident reporting and enquiries.

- Participate in set up and actively contribute to, regular weekly staff meetings convened by the Deputy Director, including those to discuss and plan current and future artistic programmes.
- Support the Deputy Director in working closely with the board of trustees and preparing material for board meetings and general correspondence where required.

General

- Check info@peckhamplatform.com email on a twice-weekly basis to respond to enquires and forward any direct emails onto the Deputy Director.
- Assist with the maintenance of all databases used by the gallery office.
- Some additional hours and late evenings may be required which will be negotiated with the Deputy Director and reimbursed with time off in lieu.
- You may be required to undertake health and safety duties and responsibilities appropriate to the role with support from the Deputy Director.
- You will be expected to at all times work in accordance with the organisation's Equal Opportunities Policy promoting equality and diversity in your work.
- You will be expected to make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.
- You will conduct all financial matters associated with the role in accordance with the organization's policies and procedures as agreed with the Deputy Director.

Reporting

- Report back to the Deputy Director on a weekly basis on tasks achieved, via a weekly update.
- Schedule monthly 121 meetings with the Deputy Director to report on progress and feedback on any outstanding tasks or concerns.

Person Specification

Essential Competencies:

- Strong office and administration skills and computer literacy (including Microsoft Word, Outlook and Excel and internal CRM/Database software)
- Excellent knowledge of and ability to use online platforms & familiarity and understanding of digital and social media channels
- Excellent prioritization and time management skills
- Excellent verbal and written communication skills
- Ability to work under your initiative as well as a part of a team



Desirable:

- Enthusiasm for and interest in the arts.

Specific Management Responsibilities

Budgets: None

Staff: None

Other: None

How to apply:

To apply to become Marketing and Office Coordinator for Peckham Platform, please forward a comprehensive up-to-date CV together with a supporting statement explaining how your skills and experience match the requirements of the role to: recruitment@peckhamplatform.com. Applications can also be posted to: Peckham Platform, Quay House, 2C Kings Grove, London SE15 3NB. Email is preferred.

Please also provide the names, positions, organisations and telephone contact numbers of two referees. References will only be taken once your express permission has been granted.

You are also invited to complete and return the enclosed diversity monitoring form. The information on the form will be treated as confidential, and used for statistical purposes. The form will not be treated as part of the application.

Closing Date: 12 noon on 31 August 2018.

Interview Date: TBC w/c 10 September