



December 2021

Thank you for your interest in the post of **Freelance Marketing Manager**

The closing date for applications is **Friday 7th January 2022 5pm**

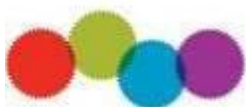
Also enclosed is a full job description and information on the role

The post is 2.5 days a week (17.5 hours)

Fee is £150/day

Interviews will be held at our office base in Brighton on Thursday 13th and Friday 14th January 2022

Applications by email only to gareth.evans@carousel.org.uk



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Patron: Lord Bassam of Brighton, President: The Mayor of Brighton & Hove

A company limited by guarantee and a registered charity No 297201 registered in England & Wales company No 2137755



Carousel believes that learning disabled artists make a vital contribution to the world we live in

Entering its 40th year in 2022, Carousel is an award winning learning disability led arts organisation that supports learning disabled artists to develop and manage their creative lives. We provide a range of arts initiatives for learning disabled adults and children to explore, develop and create, and find pathways of progression to reach their potential.

We put learning disabled people in control of their art; in film, television, radio, music, performance and production.

We are a small charity doing a huge amount; raising the profile of learning disabled art, disrupting the status-quo and enriching the lives of everyone our work touches.

Carousel is recognised nationally as a leader in learning disability arts. We are supported by Arts Council England as an National Portfolio Organisation.

The freelance **Marketing Manager** will work with Carousel's staff team and learning disabled artists to promote our unique place in the national arts ecology and find engaging and accessible ways of reaching new audiences and sharing success publicly.

More information about our work can be found at <http://carousel.org.uk> or by searching for [@carouselartuk](https://www.instagram.com/carouselartuk)

Freelance Marketing Manager - Job Description

The Marketing Manager will work as part of Carousel's team to develop and implement marketing strategies, raising its profile and extending its national and international reach.

Project work and organisational marketing

- Work alongside staff and learning disabled artists in developing and planning Carousel's marketing strategies
- Work with Deputy Artistic Director to implement marketing strategies
- Developing Audience Development plans and targets for our work, including the growth of our database
- Devising and scheduling bold and effective campaigns for specific pieces of work
- Collecting data and feedback from a variety of sources, using a range of accessible and digital methods
- Monitoring and evaluate progress made towards achieving our marketing targets, utilising analytics from our online platforms
- Updating and overseeing the correct use of Carousel's branding across all print and digital, including the management of funders' logos and listings

Publicity

- Creating newsletters and mailouts for email and print
- Maintaining and developing websites and other online platforms
- Creating and scheduling of engaging content for Social Media
- Production of Carousel's Annual Report
- Design of promotional materials for online and print
- Researching new opportunities to raise the profile and celebrate the work of Carousel's artists, including awards and commendations

Press

- Managing and developing our press list
- Producing press releases

Archiving and processing

- Managing the archive for all print and digital content
- Overseeing the collection of photos, quotes and marketing statistics from projects

Freelance Marketing Manager - Job Specification

The Post

The post holder will be based in the Carousel office, but needs to be prepared to travel across the UK and abroad, working evenings and weekends as required. Projects are scheduled well in advance, and planning will be informed by the post holder's availability.

Duties other than those stated may be required but only those in line with this post

Terms of Contract: The Marketing Manager is a Freelance role at 2.5 days (17.5 hours)/week and will begin on a 3 month renewable contract starting on 1st February 2021.

Remuneration: The Fee will be £150 per day paid on a monthly basis.

Line Management

The Marketing Manager will be directly responsible to the Senior Management Team.

An appraisal, supervision and mentoring procedure operates at Carousel.

General

The Marketing Manager will be expected to contribute to and be committed to Carousel's stated aims, objectives and Three Year Plan

The Marketing Manager will be expected to be committed to and work in line with Carousel's Equal and Diversity Policy and Health and Safety Policy

Freelance Marketing Manager - Person Specification

Essential Criteria:

Work Experience and skills

- Track record in developing and implementing marketing strategies within a variety of arts and events
- Knowledge of producing marketing campaigns that incorporate both digital and print elements
- Excellent knowledge of utilizing Social Media platforms for marketing
- Keen eye for design and ability to reinforce messages in a visual way
- Experience of using Mailchimp for e-newsletters and audience development
- Proven ability to work to targets and deadlines
- Experience of creating content for promotional purposes
- Computer literate with a wide range of administrative skills
- Ability to capture and analyze data from websites, social media and our audiences

Values and Approach

- Commitment to diversity and a proactive approach to improving representation across Carousel
- Understanding of the importance of specialised marketing for learning disabled people
- Ability to communicate effectively with a wide range of people, organisations, professionals and agencies
- Ability to implement Carousel's Health and Safety policy and Safeguarding policies
- Ability to play an active role as part of a creative team
- Ability to work independently, using initiative to problem solve
- Willingness to develop new skills

Desirable Criteria

- Experience of supporting learning disabled people through the arts
- Understanding of why issues around "quality" are important in developing learning disability led art forms
- Understanding of the current learning disability arts scene
- Confident user of Adobe Creative programmes for design and editing of images and video
- Understanding of Arts Council England National Portfolio, particularly relating to data capture and reporting expectations

Schedule

<p>Complete application form Call 01273 234734 if you have any questions</p>
<p>Deadline for applications: Friday 7th January 2022 5pm</p>
<p>Shortlisted candidates hear by email by end of Monday 10th January 2022</p>
<p>Interviews: Thursday 13th and Friday 14th January 2022</p>
<p>Candidates will be informed of outcome on Friday 14th January 2022</p>
<p>Expected start date Tuesday 1st February 2022</p>