

Job vacancy:

Marketing, Engagement & Communications Officer

We are looking for a **Marketing, Engagement & Communications Officer** to develop and grow the profile of Sunny Bank Mills and engage with all our partners and audiences.

If you are interested in joining a small, hands on, dynamic and friendly team, have marketing experience and want to grow yourself and help us grow too, then this is the job for you!

Sunny Bank Mills is a 10-acre former textile mill in Farsley Leeds that is now home to the largest creative business community in the Leeds area, with over 70 tenants and growing every year. Community and culture run through all our activities, and we run a vibrant arts and Heritage programme that is centred around the Sunny Bank Mills Gallery and Sunny Bank Mills Archive.

The role covers a wide brief coordinating and implementing marketing across the whole organisation, both cultural and commercial.

You will engage with the public, our customers and tenants, our collaborators, and authorities.

You will take the engagement and marketing of Sunny Bank Mills forward.

You will need good communication and organisation skills, and an understanding of the property, arts and museums sector would be useful.

You will help share and communicate our vision both strategically and on a campaign basis.

We are a small organisation, so you will report directly to the Joint Managing Directors and work closely with all members of our team.

Hours: 3 days a week / 24 hours per week.

Salary: £22,000 per annum pro-rata

Holidays: 30 days annually pro-rata

Tel: 0113 256 3239

Fax: 0113 239 4385

Email: info@sunnybankmills.co.uk

Web: www.sunnybankmills.co.uk

Edwin Woodhouse & Co. Limited
Sunny Bank Mills, Farsley, Pudsey
West Yorkshire, LS28 5UJ England

Registered in England No. 688968
Registered Office: Sunny Bank Mills, Farsley
Pudsey, W. Yorkshire. VAT No. 179 8404 19

Timetable

Closing date for applications: 20th August 2021 12pm

Interviews will be held 31st August and 1st September 2021

Planned job start date 20th September 2021

To Apply

To apply for the job, please send a CV and a covering letter of no more 500 explaining what you will bring to Sunny Bank Mills. Please include the names and contact details of 2 referees. Applications should be clearly marked 'Marketing, Engagement & Communications Officer' and sent to william.gaunt@sunnybankmills.co.uk

Day to Day activities include;

- Day to day management of social media content across our platforms (Instagram/Twitter and Facebook) for all aspects of the business including the Gallery, Archive, and Commercial Lettings.
- This will include collating provided content, and writing own content, proof-reading, and editing provided content, taking and editing images. Ensuring a consistent tone of voice across all marketing platforms.
- Social media content management and scheduling (using Hootsuite.)
- Website: writing copy, adding content, ensuring up to date, managing back end of website.
- Press and P.R. Planning of annual PR schedule with our existing commercial print PR partners.
- Updating nominated listings of cultural events.
- Planning of annual advertising programme.
- Administering the design and implementation of campaigns to mailing lists.
- Organising the design and distribution of marketing materials.
- Providing copy and content and proof-reading any marketing materials.
- Analysing data and insights to aid in the help of planning campaigns.
- Attending staff strategy meetings and participating in staff activities.
- Communication and networking with tenants and businesses onsite.

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- Promoting and advocating for Sunny Bank Mills and it's tenants. Undertake other duties as required: this may include some evening or weekend working e.g. at events.

Person Specification

Essential

- Experience of working in a marketing role.
- Highly organised, with demonstrable project planning and time management skills, able to manage multiple priorities and deadlines.
- Excellent verbal and written communication skills.
- Experienced user of all social media platforms.
- Experience of managing the design and production of print and other marketing materials.
- Proficient in Microsoft Teams, Word, Excel and Wordpress.
- Experienced in using digital platforms and software (Adobe Creative Suite, Wordpress, Google Analytics, Eventbrite, Hootsuite, Campaign Monitor and Curatorspace etc.)
- The ability to work flexibly.
- An interest in arts, culture, and heritage.
- An adaptable teamworker.

Desirable

- A marketing related qualification.
- Experience of working in an Arts or Heritage organisation, particularly in a marketing role or similar.
- Knowledge of Leeds and surrounding area.

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