



## **Marketing & PR Consultant (Part-time Freelance Contract)**

A fantastic opportunity drive the launch and audience engagement of this unique new cultural arts and heritage venue in Epsom.

### **The Horton Arts Centre**

After standing empty and at risk for three decades, the former Horton Chapel will once again open its doors in 2021, as The Horton – a vibrant cultural venue.

This extraordinary arts and heritage destination will offer an inspiring programme of creative events and activities, enriching the local community and attracting visitors to the area.

### **The role**

We want to work with an experienced arts marketer who thinks analytically as well as creatively; someone who understands the great potential of The Horton and is committed to starting something special.

As Marketing and PR Consultant you will bring strategic insight, creative communication skills and campaign experience within the cultural or entertainment sector, with knowledge of both traditional and digital marketing strategies.

This is a part-time 12-week contract beginning in July 2021, with potential to be extended. It will be a freelance role, working from home with own equipment. However, the consultant will need to attend in-person meetings in Epsom. Maximum fee £5,000 including VAT. Assumed average 2-3 days per week.

### **Principle objectives**

- Raise The Horton's local, regional and national profile.
- Communicate The Horton's vision and values.
- Transition marketing and communications activity from pre-launch to operational.
- Optimise engagement with the local community
- Maximise The Horton's visitor numbers and attract diverse audiences.
- Strengthen existing and develop new relationships with stakeholders for the benefit of the charity.

## Job Description

You will be working with the main project manager and board of trustees to develop and deliver a venue launch and audience development strategy and campaign for The Horton.

### Launch

- Develop and deliver a launch campaign for The Horton as a new venue.
- Develop and begin implementation of a marketing strategy for The Horton's on-going programme of events, activities and hire.
- Make most effective use of a small marketing and PR budget.
- Develop and manage media contacts.
- Create marketing content, including copywriting and social media posts.
- Build brand awareness, following The Horton's brand guidelines

### Audience Development

- Devise and deliver Audience Development strategy
- Identify, target and engage new audiences.

### Operational

- Scope and set-up new operational systems for on-going marketing.
- Develop metrics for measuring the success marketing and PR activities.
- Work with the project manager and trustees to scope and launch The Horton Supporters donation scheme.
- Provide marketing support for fundraising projects.

### Other duties

- Act generally as a representative and ambassador of The Horton.
- Abide by The Horton's policies and procedures
- Work with team members and trustees to ensure The Horton provides an excellent experience for all customers
- Other duties as may from time to time be reasonably required by the project manager or charity trustees.

### Person Specification

Experience, knowledge and skills	Essential	Desirable
	Extensive experience in a senior marketing role or as a marketing consultant.	Experience of launching a start-up venue, business or new project in the cultural sector.
	Track record of developing and delivering integrated marketing and PR strategies.	Good media contacts

	Excellent project management and organisational skills	Interest in the creative arts or desire to learn more
	Good understanding of digital marketing	Experience of Wordpress CMS
	Experience of success with a small budget	Good Microsoft Excel skills
	Ability to prioritise tasks and juggle competing demands on your time.	Understanding of operations in multi-use leisure and entertainment venues
	Excellent communication and interpersonal skills – verbal and written.	Experience of working with volunteers
	Accuracy and attention to detail	Understanding of the history of Epsom’s Hospital Cluster
	Experience of setting up new administrative documents and systems	Good local contacts
	Familiarity with Microsoft Office	Familiarity with Adobe Creative Suite.
		Experience of volunteering
<b>Personality</b>	Team player who enjoys working with others	
	Self-motivated	
	A positive can-do approach	
	Commitment to The Horton’s values of tolerance, welcoming diversity and including everyone.	

### How to apply

Please send your full CV and also your approach to meeting the deliverables in this contact (max two sides of A4) to: [admin@thehortonepsom.org](mailto:admin@thehortonepsom.org)

In your covering email, please state which weeks between July and October you will be on holiday or not available.

Please put **Marketing Consultant** in the Subject Line.

The closing date for applications is 30<sup>th</sup> July 2021.

Start date: must be available to start immediately after interview, subject to references.