



Job Description: Freelance Marketing Officer

Post Title	Freelance Marketing Officer
Fixed-term contract	3 month contract with potential for extension
Scale/Salary/Grade	£10.75 - £12 / hour
Line Management	Deputy Chief Executive
Manages/Supervises	N/A
Duration of role and hours	8 hours per week
Locations	Remotely with some Newham-based meetings
DBS required	Yes - provided through Rosetta

About the opportunity

Rosetta Arts is recruiting for a motivated Marketing Officer to join its small and busy team. Having joined Arts Council England's National Portfolio in 2018, and as a recipient of funding from Newham Council, the National Lottery and Mayor of London, this role is required in order to to promote its many courses, call outs and opportunities to the diverse communities of Newham, and tell its story to partners and funders, and

The ideal candidate will have some experience of working in a marketing capacity and an understanding of digital marcomms. They will be able to effectively proofread and publish content on website, email and social media platforms, work to deadlines and have excellent attention to detail.

TO APPLY: Send a CV and short cover letter to admin@rosettaarts.org by Tuesday 15th September.

Main duties and responsibilities

1 Hamilton Road
London E15 3AE
rosettaarts.org
[@RosettaArts](https://www.instagram.com/RosettaArts)

+44 20 7511 1117
info@rosettaarts.org
Charity no. 1177462



Mandatory duties

- Ensure the successful marketing and promotion of Rosetta Arts' projects and activities, which range from adult courses to multi-annual arts projects and one-off events and exhibitions
- Coordinate and prepare content for publication on the Rosetta Arts website and social media channels, and process images and video material for publication online
- Coordinate and prepare content for the Rosetta Arts newsletters
- Take ownership of, and schedule posts to, the Rosetta Arts social media channels: Twitter, Facebook, Instagram, LinkedIn and YouTube
- Use publishing and design tools alongside brand guidelines to create promotional materials such as posters, flyers, booklets and banners
- Understand the importance of safeguarding and data protection / GDPR and ensure compliance with Rosetta Arts' policies.

Secondary duties

- Work with other team members to ensure effective data collection and management
- Support the Deputy CEO on paid social media advertising, and help set up AdWords/Google Grants PPC campaigns
- Champion the Rosetta Arts brand and tone of voice both internally and externally and work within the brand guidelines when creating new marketing materials
- Work closely with the Deputy CEO and Project Coordinator to communicate impact and reach of Rosetta Arts' projects including through metrics and testimonials
- Build up a bank of written and video case studies and testimonials of learners, partners and other stakeholders in order to tell the Rosetta Arts story to audiences, partners and funders
- Increase the reach and engagement of Rosetta's website and social channels
- Create individual giving campaigns and increase small donations
- Identify and develop new audiences using analytics to build networks and partnerships that access potential areas for development
- Raise the profile of the organisation and maximise media opportunities.

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Qualifications	Essential or Desirable
Degree level or equivalent	D
Experience, skills and knowledge	
At least two years of experience of working in arts marketing	E
Ability to manage marketing campaigns to time and within budget	E
Experience reaching audiences through print and digital marketing and working strategically to deliver outputs for particular objectives (such as course sign ups, event bookings etc)	E
Proven experience using social media especially Twitter, Instagram and Facebook	E
Proven interest in digital marketing including new technologies and best practice	E
Ability to use brand guidelines to create promotional materials such as posters, flyers, booklets and shareable digital visuals	E
Experience using a website Content Management System (such as Wordpress, Drupal or similar) and email publishing systems (such as Mailchimp)	D
Knowledge of design and editing software and tools such as InDesign and Canva	D
A proactive approach to acquiring and creating content such as images, photos and case studies	E
A high standard of organisation and efficiency	E
A self-starting and proactive approach to work	E
Excellent written communication skills and very high levels of literacy	E
Knowledge of IT, particularly MS Office software	E
Numeracy and basic budgeting skills	E
Ability to handle administrative matters and record keeping	E
Ability to work cooperatively and productively with other members of staff in a small organisation	E
A commitment to Rosetta Art Centre's Equal Opportunities policy,	E



practical awareness of how to implement it, and understanding of the needs of a multicultural, inner city community.	
An understanding of and commitment to promote safeguarding in all aspects of the post.	E
Ensure health & safety in the learning environment, undertaking appropriate risk assessments	E
Additional Requirements	
The duties may vary from time to time without changing the nature of the post or the level of responsibility.	
Ability to suggest and make improvements to the service.	
To undertake in any training programmes which are relevant to the role.	

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