



COMMONWORD

JOB DESCRIPTION

JOB TITLE:	DIGITAL MARKETING OFFICER
CONTRACT:	PART-TIME, PAYE 6 Month
Salary:	£4,437 (SCP 12: Pro-Rata @ 14 hrs per week for 6 months) £22,183 full time equivalent
Responsible to:	Artistic Director
Deadline:	5.00PM, Fri 26 February
Interviews:	Thurs 4 March

INTRODUCTION TO COMMONWORD

Commonword was established in 1977. We are a Manchester-based writing development agency, funded by Arts Council England as a National Portfolio Organisation. We support and publish new writing in the North West, particularly by writers who identify as black, working class and LGBT+, who are underrepresented in publishing. Our programme and services for new writers include: workshops, seminars, conferences, competitions, masterclasses, mentoring, readings, performances, and both print and digital publications.

Commonword is a not-for-profit organisation, and a registered charity.

JOB CONTEXT

Commonword's 40 year history has reflected and anticipated many of the radical politics and movements of Manchester, consistently championing voices and communities that faced prejudice and denial, and working alongside them as they gained mainstream recognition, if not approval. Over this period we have published and promoted writers and spoken word performers from the black, LGBT+, disabled and working class communities, often when they were unable to be published elsewhere. In addition we run regular events and competitions, and as well as a biennial Black Writers Conference dating back to the 1990s.

JOB OVERVIEW

This new post will work alongside Commonword's core team. We are seeking to appoint someone with a good understanding of digital marketing and social media who is able to take a proactive role in marketing and promotion.

The role will focus on marketing our two forthcoming publications and on promoting this year's Black Writers Conference. In addition, the postholder will engage with our core audiences to provide information on our services and let them know of any writing/literature opportunities relevant to them.

When applying for the role please read the person specification and then provide examples of how you meet each of the criteria.

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MAIN DUTIES AND RESPONSIBILITIES

- Market and promote forthcoming publications (poetry collection by John Siddique and poetry anthology by writers with invisible disabilities) and the Black Writers Conference by social media, and other digital means to a wide range of audiences as appropriate.
- Market and promote events, workshops, projects, publications and similar
- Extend Commonword's digital and social media presence across new platforms as appropriate.
- Capture and interpret audience data, compiling appropriate reports and assisting the development of future campaigns that utilise this data.
- Maintain and develop the Commonword website

DUTIES AND RESPONSIBILITIES OF ALL STAFF MEMBERS

- As part of general duties, assisting from time to time in the development and delivery of writing development projects such as Book Clubs, Writing Prizes and Networking events.
- As part of general duties, from time to time, provide support to staff in responding to emails and signposting queries for further information and advice.

PERSON SPECIFICATION

ESSENTIAL SKILLS AND EXPERIENCE

- Understanding of marketing principles
- Excellent knowledge of social media including Facebook, Twitter & Instagram
- Ability to design and edit images and photographs using suitable software (e.g. Canva and Photoshop)
- Ability to capture and interpret audience data
- A good working knowledge of WordPress
- Strong communication skills, verbal and written, with the ability to communicate in a clear and informative way
- Self-motivated, ability to prioritise own workload and learn new skills
- Good level of numeracy
- Knowledge of and commitment to marginalised communities in Manchester
- Commitment to and a working knowledge of antidiscrimination practice
- Ability and willingness to work as part of a team
- Willingness to work occasional unsocial hours.

DESIRABLE SKILLS AND EXPERIENCE

- Knowledge of and ability in creative writing
- Some knowledge of literature activity in the region
- Direct experience of community development

February 2021



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