

JOB DESCRIPTION –Marketing Coordinator

Job Purpose:

The Marketing Coordinator’s role is to plan and deliver project-specific marketing plans on behalf of GHAT Senior Management. As a Coordinator, you must first plan your area of activity through communication with Senior Management team and then deliver to that plan. As part of this role you have an ambassadorial function for both GHAT and for the Arts.

The Marketing Coordinator’s purpose is to enable GHAT to develop consistent high quality visual branding and marketing strategies for GHAT and promote the work of GHAT to the widest audience.

Key responsibilities and accountabilities:

The responsibilities of the marketing coordinator, shall include but are not limited to;

- Management of GHAT marketing platforms (web site /Social media/traditional press);
- Working with GHAT Senior Management to develop and deliver project-specific marketing campaigns;
- Preparing digital content, brochures, company website, social media;
- Coordination and scheduling of a wide range of high-quality visual imagery in all formats which represents our brand positively and consistently;
- Raising the GHAT profile and working with the Management Team to proactively promote all areas of GHAT activity to the public;
- Measure the impact of marketing campaigns through data analytics & KPI’s;
- Duties which, from time to time, are requested by the Director.

Skills & Knowledge requirements: (either essential or desirable)

- Relevant professional experience in marketing and social media support;
- Professional knowledge of web content support;
- Ability to communicate effectively and concisely with colleagues and external bodies;
- Excellent written skills to proofing level;
- Ability to multi-task and exercise excellent time management skills;
- Ability to set and work towards targets;
- Excellent working knowledge of Wordpress and social media communication platforms (Twitter, Facebook, Vimeo and YouTube);
- Excellent ICT skills and ability to use Microsoft packages.

Personal Qualities:

- Approachable and supportive to the GHAT team;
- Professionalism at all times;
- Able to work as part of a team and work on own initiative;
- Is adaptable, flexible and responsive;
- Is open, welcoming and positive;
- Treats everyone with respect and trust;
- Excellent verbal and written communication skills;
- Excellent interpersonal skills, with the ability to engage with people of all ages and backgrounds;

- A positive and solutions focussed approach in the workplace.

Success Criteria:

- Project Evaluation – every project has been evaluated and recorded;
- Budget – projects delivered on budget;
- Positive client/partnership feedback received;
- New client/partnerships;
- No variations from GHAT policies and processes;
- Tangible effective communication with other members of the management team;
- Meet targets met by Senior Management Team;
- Evidence of supporting & developing others who engage with GHAT e.g. staff, stakeholders, artists, volunteers etc.

Signed by Coordinator:		Date:	
Accepted by Employee:		Date:	