

## Marketing Coordinator

Grampian Hospitals Art Trust (GHAT) is recruiting a Marketing Coordinator to support GHAT to maximise our visibility across all platforms. GHAT is a busy arts in health organisation based within Aberdeen Royal Infirmary. Our remit covers all the hospital facilities within NHS Grampian from Stonehaven to Moray. The Marketing Coordinator will be responsible to the Operations Manager and work closely with the GHAT management team who develop innovative and intriguing arts in health projects. This post would suit someone who likes to have a challenge and to be supporting a cause that really makes a difference to people when they are in hospital.

### **Background:**

Grampian Hospitals Art Trust (GHAT) is a registered charity set up 30 years ago to improve the visual environment in healthcare spaces for the benefit of patients and visitors across the NHS Grampian (NHSG) area. GHAT is an independent charity led by a board of 14 Trustees. The Trustees are responsible for the governance and strategic development of the charity. More can be seen at [www.ghat-art.org.uk](http://www.ghat-art.org.uk).

GHAT's core activities are:

**The Healing Environment:** In its early life, GHAT sourced pictures for the NHSG wall spaces. Our extensive collection of over 4000 artworks with a value of over £800,000 is constantly reviewed and re-hung to improve the "feel" of hospitals for all - the main corridor in Aberdeen Royal Infirmary (ARI) is a recent example of what we aim to achieve.

However, with a new sense of the need for an enhanced environment, GHAT now works closely with NHS staff to plan and enhance the visual environment as a whole. This is particularly valuable in new build and refurbishment projects, where NHSG estates work hand in hand with GHAT staff to ensure that the visual environment is not an afterthought.

**Artroom:** Artroom projects are run on 4 NHSG facilities in Aberdeen. Artists work directly with patients and their families on these projects by providing specifically designed arts sessions tailored for the participants to enhance wellbeing, build self-confidence and complement medical treatment.

[https://issuu.com/grampianhospitalsarttrust/docs/artbook\\_2016\\_final](https://issuu.com/grampianhospitalsarttrust/docs/artbook_2016_final)

**Exhibition spaces:** GHAT programs 3 exhibition spaces, including The Suttie Arts Space, a newly opened purpose-built contemporary art gallery in ARI. These spaces are programmed to present changing exhibitions, events and artistic interventions by artists ranging from graduates to emerging and mid-career artists. The exhibition program helps demystify the hospital experience to the outside and provide a non-medical space and introduce contemporary art to staff, patients and visitors.

The Marketing Coordinator will ensure that GHAT marketing and visibility is the best it can be. The ideal candidate will have key skills in marketing including web presence, hard copy flyers, and social media platforms. A clear understanding of quality graphic design and the importance of visual messaging would be a definite advantage. Excellent written English will be essential in order to update all the marketing platforms. The post holder would support volunteers and work experience placements as part of the marketing team.

As a charity, GHAT makes a difference through the delivery of professional 'arts in health' services for the people within the hospitals of the North East. As Marketing Coordinator, you will support us to ensure the charity is visible and increase market reach. GHAT is looking for someone who is outgoing and enthusiastic – ready to interact with our audience. You will need to be a people person with the ability to support our diverse team of

artists and project managers. You will be an integral part of a working environment that is artistic and interesting with new projects and programs of work being developed continually.

**Salary:** 12 months Fixed Term, 18hrs per week, FTE £22,500.

**Working for Grampian Hospitals Art Trust**

GHAT is based in Aberdeen Royal Infirmary, Aberdeen. Some of the team are based in the office and others work within their project site such as the Artroom Artists. This post will be based in the main GHAT office of Aberdeen Royal Infirmary. At present, there are 14 staff members with another 10 volunteers who support the delivery of our core program of activity.

**Application process:**

To apply, please send a cover letter outlining how your skills and knowledge which suits you for this post. Please include a CV that demonstrates any relevant experience.

Send your application to [rachel.jack@nhs.net](mailto:rachel.jack@nhs.net)

A panel consisting of key members of the GHAT team will assess the applications. Shortlisted applicants will be asked to attend an interview in Aberdeen on the 26th of February.

**Deadline: Midnight Sunday 16th Feb 2020.**