

Role: Marketing and Digital Coordinator (Freelance)

Organisation: Oxford House

Start Date: Starting week commencing 8 March until - 5 July 2021

and then review possible extension

Rate: £200 a day x 18 days (£3600 total fee) 1 day a week

Location: Remote working until restrictions are eased

How to Apply:

Send us your CV

Send us a cover letter (no more than half a page a4)

Send us 2 examples of recent marketing campaigns you have worked on



Send this information to info@oxfordhouse.org.uk

Deadline: Wednesday 24 February 2021

About Oxford House

Oxford House is a creative arts space based in Bethnal Green. Our organisation was established in 1884 and focused on creating opportunities for local people. This ethos continues to guide our work today where we are still rooted in our local community. Over the next year we have ambitious plans to raise the profile of our work and expand our reach and impact. We are home to a 120-capacity theatre, dance studio, gallery, beautiful Victorian Chapel, affordable office space and a newly refurbished café. Our cross-arts creative programme is growing and focuses on creating opportunities for local artists, young people, and developing creative opportunities for all ages for our diverse local community. Alongside this our commercial offer, which includes our café, office rental and space hire, form an important part of our financial sustainability, which enable us to do this work.

The Role:

We are looking for a creative, highly practical and imaginative freelance Marketing and Digital Coordinator to support our team and reach audiences both digitally and through traditional communications. We are looking for candidates who are experienced in marketing and communications but also thrive working in a highly practical team. The role requires an energetic and proactive freelancer who takes the lead and shares our passion and ethos. Preferably the chosen candidate will have a knowledge of East London, the creative industries and the flexibility needed working in a small but ambitious team.

This role includes:

- Leading on OH's marketing and communications planning and delivery (covers Programme and Commercial activities)
- Leading on OH's social media presence (Instagram, Twitter, Facebook,) and Enews (Mailchimp)
- Creating digital content on our social medial platforms (video, graphics, photos etc. Ideally candidate will have experience using creative content software)
- An understanding of Google Analytics and other platform analytics and support our team to use these tools to provide data/reports on audience numbers, effectiveness of campaigns etc.
- Updating OH website and generating content (e.g. blogs, marketing posts).
- Leading on content for OH newsletters in partnership with OH Cultural Programmer and Commerical Manager
- Support in raising profile of commercial and artistic projects through creative campaigns.
- Leading on all print co-ordination of marketing and press material (e.g. adverts, press releases)

PERSON SPECIFICATION

Chosen Candidate will have:

- Have at least 18 months experience of running marketing and comms for a small organisation
- Be fully conversant with social media platforms
- Be able to produce still, film and animated content for our platforms
- Have direct experience of developing content that leads to increased awareness and user numbers
- Experience in website management systems (we currently use Wordpress)
- Experience in content creation (blogs, films, photography, gifs etc)
- Experience of building and sending email marketing campaigns (we currently use Mailchimp)
- Understanding of SEO, Google Analytics and Google AdWords
- Experience of managing social media channels and an active user of social media
- Enthusiasm for digital and social media content
- Confident with various IT packages including basic film and photo editing
- Excellent written communications skills

Desirable

- This role will be primary working from home. However, it is desirable for candidates to be able to easily travel to OH for occasional site visits when restrictions are lifted. Site visits will focus on creating/ recording content in-line with government safety guidelines.
- Experience working in a mixed artistic and commercial environment.

