**Marketing and Communications Coordinator (Freelance)**

**Start Date:** July/ August, initially a 6-month contract with the possibility of an extension

**Location:** Remotely with one in-person meeting a month, agreed in advance with OH staff.

**Reports to:** Arts & Heritage Producer and Chief Executive

**Organisation:** Oxford House, Derbyshire Street, E2 6HG, London

**Engagement terms:**

July – 5 days @ £200 a day

August – 5 days @ £200 a day

September - 5 days @ £200 a day

October - 5 days @ £200 a day

November - 5 days @ £200 a day

December - 5 days @ £200 a day

(Day allocation flexible depending on start)

Fee inclusive of VAT and all fees, materials, expenses, and travel costs.

**TOTAL £6000 (30 days x £200 a day)**

**The Role:**

Oxford House is a community arts centre which has been based in Bethnal Green since 1884.

We are seeking a freelance Marketing and Communications Co-ordinator to develop and deliver Oxford House’s marketing strategy and campaign across the organisation for the summer and autumn/winter period. We are looking to appoint a lead with a clear vision for communicating our work and programmes, developing eye-catching creative content, and reaching our diverse visitors, audiences, and users.

This role will take the lead on developing a clear vision for marketing campaigns, briefing the freelance graphic designer, and delivering marketing assets (including print and digital) which tells people about our work and programmes. Alongside our quarterly ‘What’s On Guide’, they will also lead on producing other key digital outputs and assets to be used across all our digital channels including newsletters and social media platforms. Working closely with the OH Team, we are looking to collaborate with a proactive and versatile team member who is passionate about reaching diverse audiences and contributing to a small but ambitious community-focused arts centre.

**About Oxford House:**

Oxford House is a historic ‘settlement house’ established in 1884 by students and graduates who came to live and work in the East End. These ‘settlers’ led projects and community initiatives ranging from men’s clubs, to work exchanges and adult learning initiatives for local people. Oxford House has been based in its listed Victorian building in the heart of Bethnal Green since 1891. From youth work, projects for older people, to women’s groups and community-led Somali cultural projects, Oxford House has reflected a changing East End. Today, Oxford House is multipurpose community arts centre, still based in our beautiful, Grade II listed building and home to a theatre, dance studio, gallery, and café.

**Responsibilities:**

Lead Marketing and Communications

* Develop and simple. Effective and clear marketing strategy for Oxford House with a focus on enhancing our existing branding and identity.
* Work closely with our graphic designer to develop new and exciting assets / marketing outputs to be used across out site and on digital channels.
* Identify opportunities for Oxford House to maximise publicity for its programmes and work.
* Communicate campaigns effectiveness with OH Team and to also evaluate and adapt marketing campaigns and more to ensure our work grows and reaches more audiences.

External Communications / Press Liaison:

* Lead on developing quarterly ‘Press Releases’ (with support from OH Arts & Heritage programmer).
* Lead on researching, developing, and maintaining press contacts list for marketing and comms purposes.
* Devising opportunities for Oxford House to maximise press coverage for its programmes, work across the organisation.
* Develop content (written, audio and video) for our own channels, aligned to our brand, tone of voice and key messages.
* Create targeted campaigns using paid, shared and earned channels to audiences that we prioritise.
* Managing a small budget for marketing deliverables including print, distribution and selected – paid for advertising in liaison with OH Team

Lead on Marketing Outputs:

* Creating high-quality marketing material showcasing Oxford House’s work and creative projects, working alongside OH graphic designer
* Development of monthly ‘e-newsletter’.
* Coordinate print of key marketing material including leaflets, flyers, posters and brochures for key projects and campaigns
* Ensuring that all material / outputs are produced to an excellent quality.
* Ensuring that all marketing outputs are developed within budget

**Digital Outputs:**

* 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.
* Leading on content for OH digital newsletters in partnership with OH Cultural Programmer and Commercial Manager

**Experience / Skills**

* Proven professional experience planning and implementing marketing and communications content within the creative industries
* Excellent copywriting and proofreading skills – with a excellent attention to detail
* Proven understanding of arts and cultural audiences
* Experience leading maintaining relationships with the press with pre-existing contacts
* Experience creating branding and campaigns working with both print and digital
* Experience in social media campaign planning and delivery, and building an active, engaged social media audience.
* Excellent time management, especially working to tight print deadlines.
* Solid understanding of the arts and cultural sector
* Excellent attention to detail
* Brilliant teamworking and communication skills
* Working to your own initiative
* A passion for arts, culture and communities and strong awareness of the sector
* Experience of creating digital content for social channel including Instagram
* An understanding of East London’s diverse communities
* Flexibility needed when working in a fast paced but small community – based organisation.

**Equality and Diversity**

Equality and Diversity Oxford House is based in the heart of East London, and we want our staff and volunteers to reflect this. We actively value and encourage applicants from a range of backgrounds and lived experiences to apply for this role. OH, strives to be an equal opportunities service provider and employer. OH, recognises that many groups of people within society suffer disadvantage, harassment, or discrimination in many aspects of their lives, thereby devaluing them and denying them their basic rights. OH, commits itself to combating such discrimination by seeking to extend within the organisation opportunities for people affected by disadvantage and discrimination. OH, recognises that many people have different lifestyles and responsibilities that make demands on them as carers for children, family, or partners. OH, seeks to ensure equality & diversity throughout services, employment, and management by providing appropriate encouragement where necessary to enable all types of people to play an active role and advance within its structure. OH, seeks to raise awareness within the organisation and amongst members and users of the various forms of discrimination and to promote efforts to combat it. OH, will train all its staff and volunteers in equality & diversity to ensure that they are up to date with any new legislation. All forms of discrimination, abuse or harassment by staff will be regarded as disciplinary offences and dealt with in accordance with OH disciplinary procedures.

**How To Apply**

Please Send:

• CV (no longer than 2 pages)

• Cover letter (no longer than 2 pages)

• 2 examples of recent previous projects / campaigns you have worked on showcasing digital and print outputs.

Email this information to jobs@oxfordhouse.org.uk by Friday 23 June, 2023