ASIAN ARTS AGENCY
Job Description

Position:	**Digital Marketing Officer**
Contract Type:	**2 days per week**
Contract length:	**12 months**
Hours:	**15 hours per week** **Evening and some weekend working maybe be required**
Holiday entitlement:	**20 days pro rata plus statutory Bank Holidays**
Reporting to:	**Marketing and Communications Manager**
Pay:	**£16,000 - £20,000 pro rata (depending on experience)**

About Asian Arts Agency

Asian Arts Agency based in Bristol (www.asianartsagency.co.uk) is a dynamic arts development agency that develops, promotes and supports international contemporary and traditional South Asian arts in the South West and nationally. Our vision is to mainstream high quality South Asian music and arts.

As one of the UK's premier Asian Arts development agencies the organisation develops, commissions, and produces a range of arts and music events. This includes events and tours; international work; programing for festivals; digital exhibitions; artist development; and education and participation activities. The Agency works with audiences from wider communities and all age groups at community and mainstream venues and festivals. Asian Arts Agency has built a national and international reputation for its pioneering work.

With modern offices based in Queen Square Bristol and a short walk from Bristol City Centre, our work is busy, but fun and rewarding.

Digital Marketing Officer role

We have recently had much success reaching audiences online through our digital work, increasing audiences and subscribers to our digital channels, increasing engagement and viewer numbers, producing more video content and recently introducing live streaming for some of our projects. To maximise the opportunities of this growing digital activity, spot new opportunities as they arise, and help us engage better with audiences online, in particular with the BME communities, we are creating this new, part time role.

We are looking for someone with an enthusiasm for the arts and the ability to self-motivate to join our small team. If you are a digital all-rounder with excellent knowledge of digital and social media channels and a flair for writing engaging content, we would love to hear from you.

The Digital Marketing Officer will support the Marketing and Communications Manager in managing our digital channels, taking responsibility for updating the website, managing our social media channels, producing digital content and helping to grow our online audiences and reach.

The role will support the delivery of our Digital Strategy, extending the reach of the Agency's work with online audiences and helping to develop the Agency's digital channels.

Asian Arts Agency is an equal opportunities employer and welcomes applicants from all sections of the community.

Main responsibilities:

Social media support

- Provide support for Asian Arts Agency's social media channels, scheduling tweets, updating Facebook, Instagram, growing audiences and engagement on these channels.
- Proactively source, produce and co-ordinate social media content to promote the Agency's programme.
- Provide new ideas for regular digital content, such as writing blogs and other engaging content related to the Agency's work

Video and digital content

- Support the Marketing and Communications Manager with developing engaging video content for the Agency's Youtube channel and other social media channels, enabling the Agency to build its subscriber numbers and viewing figures.

Website content creation

- Assist the Marketing and Communications Manager in producing regular content for the website (news items, events, updating content), helping to increase awareness of the Agency's work.
- Assist with optimising our digital channels and improving SEO to increase web traffic and conversion rates.

Data analysis

- Support in the collection and analysis of audience data
- Analyse data and regularly report on digital channel performance

Person Specification

Essential (E) | Desirable (D)

Knowledge and experience

- At least 2 years' experience working in a marketing or digital context (E)
- Experience of using a variety of social media platforms in an arts or business context (E)
- Experience of writing engaging content for digital channels (E)
- Experience of updating websites and working with content management systems (E)
- Experience of writing blogs and producing video content for online platforms (D)
- Interest in and some knowledge of contemporary South Asian music and arts (D)
- Knowledge of the music scene in Bristol and beyond (D)
- Experience of working with the South Asian communities and young people (D)

Skills and abilities

- Excellent creative writing skills and the ability to write engaging content for online audiences (E)
- Experience of image and video editing (Adobe Photoshop, Premier, Final Cut Pro) (D)
- Digital skills – experience using Google Analytics, Google Adwords, web content management systems, managing social media channels (D)
- Excellent ICT skills (E)
- Good analytical skills – an ability to analyse and interpret data to identify trends and opportunities (E)

Education / Qualifications

- Educated to University / College degree level or equivalent (D)
- UK driving license (D)

Personal Attributes

• An enthusiastic and collaborative attitude (E)
• A keen interest in working with South Asian music and arts (E)
• Commitment to own learning and professional development (E)
• Commitment to equality and diversity (E)
• A strong attention to detail (a high level of accuracy) (E)
• An ability to work independently and to use own initiative (E)
• Strong interpersonal and team working skills (an approachable manner) (E)
• Excellent time management skills (E)
• Excellent written and spoken English language communication skills (E)
• Willingness to work on some evenings and weekends (D)

Where and when to send your application:

The deadline for applications by email or hard copy is **Sunday 25th June at 5pm**.

To apply, please send a completed application form by email to: jobs@asianartsagency.co.uk or by post to the following address:

Asian Arts Agency
Royal Oak House
Royal Oak Avenue
Queen Square
Bristol BS1 4GB

Please put DIGITAL MARKETING OFFICER as the subject for emails.

You are responsible for ensuring that your application reaches us on time and for following up to confirm that we have received your application.

Shortlisted candidates will be contacted by Wednesday 28th June to be invited to an interview. Interviews for the post will be held at our office on Wednesday 5th July.

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Supported using public funding by ARTS COUNCIL ENGLAND