

JOB OPPORTUNITY: Digital Marketer

SALARY: £11.50/hour 8 hours/ week (hours and days negotiable)

CONTRACT: Initially 1 year with potential to extend

START DATE: As soon as possible

Job Brief: Circus Central is looking for a multi-skilled Digital Marketer to join our team running our Circus Arts Charity based in Newcastle upon Tyne. Some remote work possible, some hours on site needed. We're looking for someone with 2+ years marketing experience who shares an enthusiasm for the arts and our values. Ideally the candidate will also have experience working with the Third Sector. We are a friendly, inclusive team. Staff work part time in the office and part time from home so this role will suit someone that likes a mix of sociable working and independent working.

About us:

Circus Central is the operating name of The North East Circus Development Trust (NECDT). We are a circus arts charity based in Newcastle upon Tyne. We use circus arts to transform lives by bringing physical, social, and emotional confidence to individuals and communities. We operate from two sites, one in Shieldfield and one in Elswick. We deliver a vibrant education programme of circus arts to people of all ages and abilities, this includes drop in classes, BTEC programmes, as well as after school clubs and our Five Ring youth troupe. We also support fulfilling careers in the arts by developing skills, qualifications and experiences for local, national and international professional artists. We believe circus is for everyone.

Overview

Job Brief: We are looking for a Digital Marketer to manage our marketing and online presence. The Digital Marketer will join our small and committed team of part time staff. Circus Central currently has four part time staff members – our Chief Executive, Education Director, Troupe Director and Finance Officer. Their work is supported by a team of 20+ freelance mentors.

We are looking for someone who is enthusiastic, reliable, organised and self-motivated, and able to work well both independently and as part of a creative team. Good organisational and communication skills are vital, as well as the ability to think on your feet and multitask. You will need to be flexible and pro-active and bring organisational and problem solving skills to manage multiple tasks and schedules to ensure work is completed in a timely and accurate manner.

The Digital Marketer will work closely with the CEO, to oversee and implement a comprehensive marketing strategy

Key tasks



- Develop and implement a marketing strategy for the organisation
- Create and upload content for the Circus Central website, and social media accounts including Facebook and Instagram (to include photography, videography and copywriting)
- Create and upload copy for press releases, the website, social media accounts and e-newsletters
- Assist with sending out press releases to contacts and listings
- Create and schedule email campaigns
- Develop a consistent, coherent brand image for Circus Central in line with our values: Circus is for everyone.
- Manage and implement social media campaigns
- Use photoshop or similar to create content
- Create reports and analyse impact of campaigns

Person Specification

Essential:

- 2+ years experience of digital marketing
- Experience managing and implementing paid social media campaigns
- Excellent communications skills (both verbal and written)
- Ability to work well as part of a small, part-time, creative team
- Work with attention to detail
- Ability to develop accessible, inclusive online content
- Ability to use photoshop or similar to create content
- Friendly, motivated and enthusiastic
- Ability to create reports and analyse impact of campaigns

Desirable:

- Experience of working for charities
- Experience of working with arts organisations

Important information:

Salary: £ 11.50/ hour freelance contract

Hours of work: 8 hours per week (days and hours negotiable) Our usual office hours are 10am – 4pm Mon- Friday

Type of contract: Freelance (possibility to create payroll position if preferred)

Length of contract: Initially 1 year with potential to extend

Place of work: We currently work mainly across our 2 sites, our offices are located in our Mill Lane site:

- Circus Central Mill Lane: Mill Lane Youth Centre, Mill Lane, Sceptre Street, Newcastle upon Tyne, NE4 6PR
- Circus Central Shieldfield: Circus Central, Christ Church Buildings, Shieldfield Lane, Newcastle upon Tyne, NE2 1XA



Other information: We are aware that this is a part time role, and that you may have other personal / work commitments, and we are happy to work flexibly around this, as long as this does not impact on our lone-working policy.

To Apply: Please send a cover letter to hello@circuscentral.co.uk detailing:

- Why you would like to work for Circus Central
- How you meet the person specification

Application deadline: 12pm, 1st Oct

Interviews: Will be via zoom week commencing 11th Oct. Applicants invited to interview should be prepared to showcase examples of successful social media campaigns.

If you have any queries or would like to discuss the role in more detail, please hello@circuscentral.co.uk with the subject heading Digital Marketer – Enquiry.

Circus Central is an equal opportunities employer and encourages applications from a diversity of backgrounds.

