

Collective Act / UNBOXED 2022

MARKETING OFFICER

Collective Act is looking for an exceptional Marketing Officer to support the development and delivery of a high-proliferation communications campaign and nationwide schools programme to promote Dreamachine, our ground-breaking commission for UNBOXED, a collection of large-scale public engagement projects taking place across the UK next year.

www.dreamachine.world

<http://www.unboxed2022.uk>

Our team is developing a once-in-a-lifetime immersive experience exploring the wonder of the human mind through architecture, neuroscience, technology, light and sound. Led by Collective Act, the project is a unique collaboration between an expert team of spatial designers, scientists, artists and technologists, and includes Turner Prize-winning artists Assemble, scientists and philosophers from the Universities of Sussex and Glasgow, Grammy-nominated composer Jon Hopkins along with a sound designer, digital producer, technologist and director. Alongside a live experience that will tour the four nations, we are developing one of the most ambitious school's engagement campaigns ever delivered in the UK, and an interactive digital participation project which will engage millions of people worldwide.

The successful candidate will be a highly creative, motivated individual, with excellent organisational skills and an instinctive approach, who enjoys working in a fast-paced and lively environment. The role requires a confident communicator with exceptional attention to detail, ideally with prior experience of working in communications for the arts. We are looking for an excellent team player who is friendly and flexible and will relish the challenge of supporting this ambitious UK-wide programme to reach diverse audiences in 2022.

A new company, Collective Act has been established to produce the UNBOXED 2022 Commission. Collective Act is committed to creating a positive and inclusive environment where everyone feels respected and free to work without fear of discrimination. We are an equal opportunity employer and value diversity in our practice. We encourage applications from all backgrounds and do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status or disability status. We welcome applications

from people requiring flexible working arrangements and from anyone with any professional or educational background. If you have any questions about our working environment, please get in touch.

Contract: The contract is fixed term until 31 October 2022. It is however the intention to seek future presenters for the project elsewhere in the UK and around the world, and if this is successful, the contract may be extended.

HOW TO APPLY

Please read the information in the job description and person specification below.

If you require this information in an alternative format and/or would like to apply for this role in an alternative format, for example via video if you are a BSL user, please get in touch to arrange this at hello@collectiveact.co.uk or 07846 654969.

Please send your application via email to Willow Williams (Head of Audiences) at hello@collectiveact.co.uk by 9am on 29th November 2021.

Shortlisted candidates will be notified by the end of the day on Wednesday 1 December.

Interviews for shortlisted candidates will be held on Friday 3 December.

Your application should include:

- a covering letter outlining your experience, your interest in the role and how you meet the person specification (no more than 2 sides of A4);
- a detailed CV;
- references/referees' details from two current/former employers;
- a completed Equality and Diversity Monitoring Form, submitted as an online form via this link: <https://forms.gle/oene8xM2W3HirYvs8>

Please note we will only accept digital applications - hard copies will not be considered.

The information you supply with your application (covering letter, CV and reference details) is kept securely and will remain confidential. With the exception of the successful candidate, we

will not retain this or any other personal information beyond the duration of the application process

We regret that if you have not heard from us within three weeks of the closing date your application, in this instance, has been unsuccessful.

Selection: The candidates who appear from their application to best meet the essential criteria will be invited to interview. It is thus essential that your application gives a full but concise description of the nature, extent and level of the responsibilities you have held. The short-listing criteria are detailed under the personal specification. Please ensure that in your application you address each of the areas that are to be assessed.

Access: All D/deaf and/or disabled applicants who meet the essential requirements of the person specification will be guaranteed an interview.

The Disability Discrimination Act 1995 defines a disabled person as someone who has a physical or mental impairment which has a substantial and adverse long-term effect on his or her ability to carry out normal day-to-day activities.

If you consider yourself to be D/deaf and/or have a disability and would like your application to be considered under this access scheme, please note this in your covering letter.

Candidates with disabilities and/or who are D/deaf are not obliged to disclose this information at the time of application.

Shortlisted candidates will be asked about their access needs at the point they are invited for interview. Successful candidates will be asked about their access needs, including the allocation of any budget or mentoring support, at the time of appointment.

Panelists: Collective Act is committed to representation of both male and female identifying panelists at each interview and representation of at least one

panelist who identifies as a person of colour or a person of the global majority at each interview.

Collective Act is committed to hosting an interview environment free of attitudinal, physical and communication barriers.

Background

Collective Act is a new company set up under its Director Jennifer Crook to lead the project team, comprising Spatial Designers Assemble, Composer Jon Hopkins, Technical Director Dev Joshi, Sound Designer Christopher Shutt, Digital Producer Michelle Feuerlicht, Anil Seth and David Schwartzman from the Centre for Consciousness Science at the University of Sussex and Professor Fiona Macpherson from the Centre for the Study of Perceptual Experience at the University of Glasgow.

UNBOXED: Creativity in the UK will take place across England, Northern Ireland, Scotland and Wales. It will deliver a programme of ground-breaking new commissions with the ambition of providing unforgettable experiences and reaching millions, bringing people together and promoting creativity across the UK. Ten creative projects have been selected following an extensive R&D programme and rigorous assessment process to form UNBOXED's commissioned programme.

Led by Chief Creative Officer, Martin Green CBE, a new organisation UNBOXED 2022 Ltd has been established in Birmingham to curate, manage and promote the festival; working with strategic delivery bodies within each nation to devise, deliver and commission the programme. This investment comes at a time of need for sectors impacted by the global pandemic and will support the creation of work and jobs.

Job Description

Job Title: Marketing Officer

Reports to: Marketing & Communications Manager

Salary: £27,500 per annum, Full Time

Term: Fixed Term until 31 October 2022

Job Outline

The Marketing Officer will support the marketing team to bring Dreamachine to life for millions of audiences across the UK through highly engaging marketing and content. You will help to create and deliver shareable digital campaigns that engage and inspire new and diverse audiences, you will grow our social channels and you will help to drive engagement with the schools programme and live experiences, developing and distributing compelling marketing and press materials. You'll be creative and curious, driven by a passion for being part of this once-in-a-lifetime project and importantly you'll be up for getting stuck in to support the team and proactive about what needs to be done.

Purpose of Role

The Marketing Officer will support the development and delivery of creative, compelling marketing to help maximise public engagement with the Dreamachine programme. Working closely with the marketing team, supporting agencies and partners, and wider creative team, the role will support the promotion of live experiences in the four nations of the UK, engagement in a nationwide schools programme and the development and delivery of a digital engagement campaign reaching millions, with a particular focus on audience access and inclusion across the work.

Reports to: Marketing & Communications Manager

Works with: Company and Project team, partners, suppliers, agencies, Unboxed 2022.

Key Responsibilities

Audience Development

- Support the marketing team in the development and delivery of a high-profile Marketing and PR campaign, helping to maximise audience reach and engagement to achieve targets.
- Support the Marketing & Communications Manager to deliver a multi-channel advertising campaign, assisting with the coordination of activity and development and delivery of content.
- Execute the strategy for growing our organic social channels, drafting and posting content and helping to manage the online community, working closely with the external marketing agency, Marketing & Communications Manager and the external digital studio.
- Support the Engagement Producer in developing assets and resources to support the community engagement strategy delivered in each nation to engage diverse audiences.
- Support opportunities to seed our content and reach and engage new audiences through creative partnerships with relevant brands, influencers and ambassadors, partners and community organisations, helping to maximise beneficial marketing opportunities to drive traffic to our digital channels.
- Plan, execute and evaluate engaging email marketing campaigns as required.
- Champion and promote inclusion and accessibility across all aspects of public engagement.

Schools programme

- Support the Schools Marketing Manager to drive engagement with the schools programme, drafting comms, contacting schools, producing and distributing materials and supporting the partnerships.

Live experiences

- Work with the marketing team and presenting partners to help devise and deliver bespoke communications strategies to promote the live experience in each of the four cities.
- Support the presenting partners with the development, production and distribution of marketing or promotional materials to support with the presentation and promotion of the live experiences, sourcing and working with design and print suppliers.

- Support presenting partners' press activity, assisting with the development and distribution of relevant content, signage and materials required for impactful press events and media opportunities.

Content and production

- Support the creation, execution and delivery of high-quality content for the campaign, working with the Marketing & Communications Manager and the Project Team to find the compelling human-interest stories from audience member's direct experiences, developing creative ways to bring them to life.
- Update content in the CMS of the dedicated project website as needed.
- Support the planning, delivery and administration for photography and video shoots, ensuring seamless orchestration of production logistics.
- Support the management of content and image databases.

Press and Media

- Support with any administration required for the delivery of media events, distribution of tour packs and riders, interviews, photoshoots and other media enquiries.
- Help manage the internal systems for press cuttings, information and communication material.

Stakeholder relations

- Collaborate with the Festival Communications team and other commissions to coordinate activity and maximise promotional opportunities.
- Collaborate with the presenting partners comms teams, acting as a key point of contact to support the delivery of the communications activity for the live experiences, ensuring their marketing and PR needs are coordinated and supported.
- Collaborate and build strong working relationships with all project partners and stakeholders.

General:

- Assist marketing team with any reporting required, preparing campaign performance reports, creative presentations and briefing materials as required.
- Operate in accordance with Collective Act's practices, policies and procedures including diversity and inclusion, safeguarding, employment, health and safety and equal opportunities.

- Take responsibility for own administration, devise and implement appropriate processes and procedures to achieve agreed objectives.
- Attend weekly / regular staff meetings, report on relevant areas of work and disseminate information as required.
- Maintain a commitment to training and professional development.
- Be an advocate and effective representative of Collective Act, including at external events.
- Have the ability to work occasional evenings and weekends when the project requires it, for which TOIL (time of in lieu) will be given.
- Act as a keyholder as appropriate and required.
- Any other responsibilities that may reasonably be required by the Director and Head of Audiences.

Flexibility:

In order to ensure the effective running of the office a degree of flexibility will be needed by the post holder as they may be required to undertake tasks not specifically referred to above. Such duties however will fall within the scope of the job and this job description will be reviewed regularly to ensure it accurately reflects the tasks and responsibilities of this role.

Person Specification

The successful candidate will demonstrate the following attributes:

Essential:

- Demonstrable understanding of the principles of marketing and PR.
- Strong creative and visual instinct, with an interest in finding imaginative and creative ways to bring stories to life and engage audiences.
- Experience supporting the delivery of multi-channel marketing campaigns.
- Experience developing and managing organic social channels.
- Experience creating and distributing marketing and press materials.
- Excellent communication and presentation skills, both written and verbal.
- Experience working with design, marketing and media suppliers, partners or agencies.
- A collaborative approach with strong interpersonal skills to build excellent working relationships with a diverse range of colleagues, partners and stakeholders at all levels.
- Highly self-motivated, adaptable and resourceful, with a creative and flexible approach to resolving challenges and identifying solutions.
- Ability to work in a busy environment, with patience and empathy even when under pressure.
- High degree of confidentiality, discretion, initiative and tact.
- Strong IT skills including Microsoft packages.
- Commitment to equality of access and opportunity, able to support the cultivation of an inclusive and representative project, organisation and broader creative sector.
- Commitment to the project and the work of the new organisation.

Desirable:

- Experience of media buying and coordinating media schedules, particularly for digital and social advertising.
- Experience engaging schools and teachers.
- Experience developing and scheduling email marketing campaigns.
- Experience working on interdisciplinary projects of similar nature, quality and ambition across the arts and sciences.
- Experience working with audience segmentations.
- Experience working with PR agencies, responding to media enquiries and supporting press events.
- Existing networks and contacts with marketing and PR suppliers and agencies.

ADDITIONAL INFORMATION

TERMS

Contract type: The contract is fixed term until 31 October 2022 when UNBOXED: Creativity in the UK closes. It is however the intention to seek future presenters for the project elsewhere in the UK and around the world, and if this is successful, the contract may be extended.

The successful candidate will be on probation for 8 weeks.

The successful candidate will have the right to work in the UK.

We are open to applications from candidates seeking to work flexibly, for example for caring responsibilities and/or part-time.

Salary: £27,500 per annum full time

Annual Leave: The annual leave allowance is 25 days per annum plus public holidays.

Pension: The organisation will make a contribution to the employee's pension with the workplace pension provider of 5% of salary, subject to the employee making a contribution of 3% of salary.

Location: A desk will be provided at the project workspace in Hackney, London and the successful candidate will be required to work mainly from the office with some flexibility for working from home, subject to COVID regulations and advice in place at any time. The cost of any travel to and from the office or any other of the project's workspaces will not be reimbursed.

Hours: Normal office hours of work are Monday – Friday 09:30 – 17:30 with a one hour break for lunch.