PYRAMID

Marketing and Communications Officer – Job Description and Person Specification

Job title	Marketing and Communications Officer
Contract type	Permanent
Contract length	n/a
Hours	14 hours per week (0.4fte) to be worked flexibly to meet the needs of the organisation.
Responsible to	Development Manager
Supervisory responsibility	None
Pay	£25,119 per annum (pro rata actual salary £10,047.60)
Holiday entitlement	24 days plus bank holidays (pro rata). Additional day per year of employment, up to 6.
Location	LS11 9RT (Holbeck, Leeds). A hybrid working arrangement is possible.
Access	Please see pyramid.org.uk/access for detailed information about our space, and please let us know if there's something we haven't covered.

Background

Pyramid is a Leeds-based arts organisation, investing in people with learning disabilities, autism, or both, through the discovery, development, and disruption of the arts. Its goal is to help people to discover the arts, and to develop their talents to become world-class artists. Pyramid disrupts the social and institutional barriers that prevent them from being recognised, supported and celebrated. It does this by delivering a programme of collaborative art groups, including a programme for people with profound and multiple learning disabilities, and providing one-on-one creative support and professional development opportunities.

This is a new role at Pyramid which focuses on our public profile, marketing, and communications.

You will take responsibility for Pyramid's public profile including social media accounts, websites, newsletters, and press releases. You will draft / co-write copy and produce visually engaging promotional materials and other documents as needed to promote our artists and exhibitions, to fundraise, and to raise awareness of disability issues in the arts.

Job Description

Purpose of the post

- To work with the Development Manager and Creative Programme Coordinator in developing suitable content to build Pyramid's public profile, and generate new income, by ensuring our website, social media channels and print materials are engaging and kept up to date.
- To manage and optimise digital content and campaigns, providing insights and recommendations for improvement.
- To produce occasional publications (e.g. annual activity report, prospectus) to a high standard of literacy and presentation.

Main tasks: Creative

- To design visually engaging marketing and promotional materials for Pyramid's activities and fundraising campaigns.
- To liaise with the freelance team and photographers to regularly gather good quality images for publicity purposes.
- To draft and co-write copy for social media, newsletters, web pages and press releases as well as editing and proof-reading the work of others.
- To oversee the production of marketing materials (e.g. printed works, videos).
- To ensure all published materials align with our brand guidelines and messaging.
- To involve Pyramid members in content creation and authentically share their voices and work.

Main tasks: Administrative

- To make good use of appropriate marketing software and tools (e.g. Google Analytics, SEO tools) and assist the Development Manager in planning, monitoring and delivering digital campaigns.
- To work in accordance with data protection and copyright rules and ensure we have the required consent / usage rights as appropriate.
- To respond to (or refer) all enquiries across the various online channels in a timely and professional manner.

Main tasks: Operational

- To deliver regular content on Pyramid's social media accounts, newsletter, website, and third-party profiles, making effective use of scheduling software and monitoring/evaluation tools.
- To attend and contribute to regular team meetings (e.g. staff, fundraising team) as required

Main tasks: General

- To carry out any other duties as required, which are appropriate to the nature of the post and its level of responsibility.
- To carry out all duties of the post in accordance with Pyramid Policies and Procedures

Person Specification (E = Essential, D = Desirable)

Experience	E/D
• Prior experience of working in a similar creative role, or a relevant equivalent qualification (e.g. degree in marketing or graphic design)	E
• Practical experience in preparing and sharing content across various social media platforms	E
• Practical experience of using design software (Adobe Creative Cloud or equivalent)	E
• Experience of co-production and/or working alongside people with learning disabilities	D
• Experience of using easy-read or of making documents accessible	D

Skills	E/D
• Ability to produce visually engaging documents to a high standard of literacy and presentation	E
• Proficiency in using graphic design software (e.g. Adobe Creative Cloud applications)	E
• Proficiency in marketing software and tools (e.g. Google Analytics, SEO tools)	E
• Proficiency in using content management systems (we currently use WordPress)	E
• Excellent English language skills and the ability to write creatively and persuasively	E
• Ability to learn independently, using online tutorials and guides	E
• Ability to work unsupervised and on own initiative, planning and prioritising work schedule, and meeting deadlines	E

Knowledge	E/D
• Strong understanding of digital marketing, social media platforms, and content creation	E
• Understanding of the social model of disability, and the specific challenges often experienced by people who are autistic and/or have a learning disability	D

Values and behaviours	E/D
• Commitment to the principles of equality, diversity and inclusion	E
• Willingness to undertake training where required	E
• Willingness to work flexibly and to vary working hours to meet the needs of the organisation, including occasional evening work	E
• Willingness to travel for meetings and events	E

Notes

The employer is Pyramid of Arts Company No. 04498181, registered office 62 Barkston House, Croydon Street, Leeds LS11 9RT.

Occasional work outside of contracted hours will be required (e.g. events, training), for which there is no additional payment but time off in lieu can be taken by prior arrangement.