

Marketing and Digital Content Officer



Organisation: Vita Nova

Location: Boscombe, Bournemouth

Reporting to: Artistic Director

Salary: £21255 (part-time pro-rata)

Hours: 1.5 days per week

Contract: Fixed term to March 2024

Purpose of the role: The Marketing and Digital Content Officer will be responsible for supporting Vita Nova's small but expanding team to deliver effective marketing and communications activities that support the charity's objectives.

Key Responsibilities

- Support the development and implementation of a simple marketing and communication plan
- Create and deliver engaging content for the website, social media channels and email campaigns
- Monitor the social media channels managing responses, enquiries and additional content generated
- Create and delivery of marketing materials, including flyers, posters, and other promotional items
- Assist with the organisation of events/fundraising activities including the development of promotional materials and ticket management

Person specification

- A degree in Marketing and communications/Digital marketing or equivalent
- Experience in a similar role ideally within the arts or charitable sector
- Excellent written and verbal communication skills
- An attention to detail and ability to work to deadlines
- Experience in creating content across different platforms, targeting different audiences through tailored content
- Experience of WordPress website management
- Proficient in MS Office and Adobe CS or equivalent