

Collective
City Observatory
38 Calton Hill
Edinburgh
EH7 5AA

+44 (0)131 556 1264
mail@collective-edinburgh.art
collective-edinburgh.art

COLLECTIVE

Job title: Marketing and Communications Manager
Salary: c £28k pro rata
Reports to: Director
Working Hours: 4 days a week, 9.30am—5.30pm; there may be a requirement for occasional flexible hours, with additional hours recouped through TOIL

Location: Collective
City Observatory & City Dome
38 Calton Hill
Edinburgh
EH7 5AA

Benefits we offer: Membership of a defined contribution pension scheme (subject to statutory qualifying conditions). Annual leave entitlement 25 days holiday and 11 bank holidays each year (pro rata). Staff discount in our shop Collective Matter.

To apply: Please email your CV and max. 2 page cover letter, or a short audio recording (max. 7 mins) which addresses your suitability for the role, to recruitment@collective-edinburgh.art using the subject line: 'Marketing & Communications Manager'.

Audio recordings should be sent via WeTransfer by including a transfer link in the body of your email.

Closing date: Friday 3 June, 5pm.
Interviews: 13/14 June

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About Us

Collective is an innovative contemporary art centre, situated in a historic observatory on Edinburgh's iconic Calton Hill.

Since our foundation in 1984, we have worked with artists to produce new art, with a focus on artist research, engagement and collaboration. In November 2018, following a five year capital redevelopment project, we opened our new home on Calton Hill, featuring the restored City Observatory, City Dome, and a purpose-built exhibition space. Our vision is to be a new observatory for the city, where artists inspire new ways of looking, questioning and thinking through art.

We aim to embody the following core values in everything that we do:

Bold – brave and experimental

Collaborative – generous and sharing

Inclusive – listening, fair and open to all

Caring – concerned about our society and environment

Inventive – supporting new connections and ideas

Our programme of exhibitions, walks, and events, presents contemporary art in all its diversity.

Satellites is our peer development programme, supporting emergent practitioners based in Scotland, individually and as a peer group, to produce new work and develop the confidence and critical skills they need to thrive.

In the City Dome, Collective's unique exhibition space, we have commissioned and exhibited solo presentations by artists including Dineo Seshee Bopape, Slavs and Tatars, James Richards and Cauleen Smith.

Learning and local engagement are at the heart of Collective, and through programmes such as Collective PLAY, our free play programme inspired by 'loose parts' play theory, we have welcomed hundreds of local families to Calton Hill to engage with play through contemporary art.

Our trading enterprises (including retail, hospitality, hires, and the recently launched holiday let, Observatory House) support and sustain the core charitable offering of Collective, ensuring we continue to remain free at the point of access.

The re-imagining of the previously derelict observatory site has led to a significant scaling up of our ambitions and impact – in 2018, in our first year of operation, we welcomed over 400,000 visitors to our new home.

The impact of Covid one year into opening our new site required us to rapidly adapt to survive and support our core operations and community, and affected the invaluable momentum needed to build awareness and connections with communities and audiences across the city and beyond.

As Marketing and Communications Manager, you will join us at a crucial and exciting time, as we look forward to a return to more normal operations, and work to re-engage with audiences across the city and beyond, to raise the profile of Collective and our new home in the City Observatory.

This role will lead the strategic development and practical delivery of our marketing and communications strategy, ensuring that our programmes of work reach the widest possible audiences, locally, nationally and internationally.

Job Description

As Marketing and Communications Manager you will lead work across digital, social media, print and advertising to continue to grow engagement with Collective's unique offering, and to build our reputation and profile as a platform for artists and a meeting place for ideas, working alongside, and managing our Communications Coordinator.

Key Responsibilities

Strategic

- Work closely with the Director and senior colleagues to develop and implement a Marketing and Communications Strategy for the organisation, to grow audience engagement and support income generation through increased awareness and reach of all Collective's activities (charitable and trading).

Marketing

- Lead year-round multi-channel marketing and communications activities for target audiences.
- Oversee and implement all marketing activity including copywriting, delivery of print, distribution, creation of design briefs, signage (including Calton Hill), direct marketing, sales promotions, media and partner promotions, advertising in traditional and digital channels.
- Maintain a strong brand presence for Collective both online and offline, working with colleagues across the organisation to ensure consistency of message, language and brand identity.
- Develop and negotiate external marketing partnerships including with other cultural organisations, tourism bodies and core partners (including City of Edinburgh Council, Edinburgh Art Festival, Scottish Contemporary Art Network), which support to build profile, extend reach and acquire new customers/visitors.

- Manage external suppliers including design, print and distribution companies to ensure campaigns are delivered on schedule, within budget and to the highest possible standard.
- Devise and manage advertising campaigns, maximizing any potential opportunities in line with budget.
- Develop tailored communications for a range of audiences, customers and stakeholders – including artists, visitors, new audiences, shop, café, and venue hire customers, online audiences, funders, and stakeholders.
- Work with colleagues in Trading to market Collective’s commercial enterprises – including shop, venue hire, holiday let and hospitality.
- Lead on the contracting of photography and videography for exhibitions, events and trading activity.

Digital

- Develop and deliver a Digital Strategy, ensuring all social media channels are regularly monitored and updated with engaging content that builds momentum, engagement and reflects the full programme.
- Maintain and regularly update Collective’s website to reflect programme updates, listings and opportunities to participate.
- Oversee and maintain Collective’s digital archive, ensuring a comprehensive legacy for the future.
- Develop a CRM strategy and oversee the management of mailing lists and databases.
- Manage ticketing system for all Collective events, working in collaboration with relevant colleagues.
- Work with colleagues in trading to support Collective’s online retail offer, as required.

Press

- Develop an annual PR plan to maximise targeted news and features coverage, in print, broadcast and online.
- Contract and manage the external PR agent, collating and providing information and images for press releases, liaising with internal and external colleagues and stakeholders to achieve sign off.
- Negotiate and co-ordinate media partnerships.
- Support the appointed PR agent on organisation of press events, media launches etc.
- Manage and maintain Collective’s press archive and press database.

Audiences

- Lead an annual programme of audience research, to allow Collective to better understand and measure its impact and audience, and prioritise areas for development.
- Maintain a record of audience attendance, liaising with colleagues to collate attendance recorded at exhibitions and events.
- Analyse data collated from research and use this to inform marketing and audience development strategies going forward.

- Work with the Director and colleagues in programme and trading to identify priority audiences and target markets for development.

Management/Reporting

- Overall management of marketing budget and spend, ensuring all activity is delivered within budget.
- Report to the management team and Collective's board when required on development and outcomes of all marketing activity, achievements and challenges including research results and visitor figures.
- Provide line management to the Communications Coordinator.
- Contribute, as required, to evaluating and reporting on Collective's impact to funders and stakeholders.

Other

- Champion and implement best practice in line with Collective's commitment to Equality, Diversity and Inclusion.
- Undertake any other reasonable duties as requested by the Director.

Essential Skills, Knowledge and Experience

- At least 3 years practical experience of marketing and audience development, preferably in a heritage, cultural, tourism or charity context.
- Understanding of best contemporary practice in marketing and communications.
- A track record of successful project planning and delivery at a strategic level.
- Experience of developing a digital strategy and managing social media activity effectively on behalf of an organisation.
- Experience of budgeting and budgetary control.
- Experience of using Adobe Creative Suite.
- Excellent communication skills, oral and written.
- Excellent analytical skills.
- Strong project management and administration skills.
- Excellent negotiation and advocacy skills.

Desirable Skills, Knowledge and Experience

- Sound knowledge of the visual arts sector, both on a Scotland-wide and Edinburgh level.
- Sound knowledge of CMS and website management.
- Experience of data collection, and commissioning and evaluating audience research.
- Experience of working positively with the media.
- Experience of managing external contracts/freelancers.
- Commitment to sustainability and working to reduce carbon footprint.

Personal Qualities and Attitude

- An interest in contemporary visual art.
- Audience focussed outlook.
- Confident, friendly approach to working with a wide range of people and organisations.

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- Ability to work flexibly on occasion, in the evenings and at the weekends as appropriate.
- Ability to work as part of a small team and take initiative independently.
- Ability to work under pressure and prioritise workload.

To Apply

Please send a CV and cover letter (max 2 pages), by email, outlining how your skills and experience meet the requirements of the job, to recruitment@collective-edinburgh.art quoting 'Marketing & Communications Manager' in the email subject header.

Deadline for applications: Friday 3 June, 5pm

Please note that applications received after the deadline will not be considered.