About the Job – PLAIN TEXT

About TripleC Marketing and Communications:

The job is to lead TripleC’s Marketing and Communications activity incorporating:

TripleC social media content;

TripleC press releases and media engagement;

TripleC marketing and branding; and

TripleC website (structure, updates, design).

About the Marketing and Communications Lead role:

Purpose of the role:

The Marketing and Communications Lead plays a crucial role in supporting TripleC’s engagement with:

Deaf, disabled and/or neurodivergent (DDN) creatives including professionals who work in the arts and screen industries, and DDN young people and adults in the community;

Our audiences (at webinars, masterclasses, workshops, live in-person events);

Our industry stakeholders (eg theatres, broadcasters, producers, arts organisations);

Our funders (eg Arts Council England, National Lottery, ScreenSkills); and

The press and media.

The core purpose of the role is to ensure that TripleC’s output (whether on social media, on our website, in our marketing materials etc) is attractive and accessible for DDN people with a range of access requirements.

The successful candidate will have a strong creative flair and a passion for digital and storytelling alongside proven expertise in marketing and communications.

Key responsibilities of the role:

Lead on TripleC’s Marketing and Communications strategy, in conjunction with and supported by the TripleC Senior Leadership Team.

Line-manage Marketing and Communications team staff (currently one employed direct report) and, where required, manage external support from self-employed contractors.

Oversee all marketing and communications activity including: brand management; marketing plans; promotional materials; website; social media channels; and media opportunities.

Analyse marketing activity (e.g. website visits, email delivery, open and click-through rates, event attendance) to measure effectiveness and support us to report back to our funders.

Undertake any other duties and reasonable requests that are in keeping with the nature of this post and by mutual agreement.

Requirements of the role

Essential

Commitment to TripleC’s mission to drive up the role of DDN people in the arts and screen industries and the role of the arts and screen in the lives of DDN people.

Understanding of and belief in the inclusion of all staff and stakeholders irrespective of race, gender, sexuality, age, access requirements, economic background, or lived experience.

Professional experience in / knowledge of Marketing and Communications.

Excellent communication skills to create compelling, creative and persuasive communications.

Previous knowledge of / skillsets in content creation for a company or organisation.

Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities, and delegate workloads and workflows to others.

Excellent IT skills including use of Google drive/docs, Microsoft Office Outlook (Word, Excel and PowerPoint or equivalent such as Mac Pages, Numbers etc).

Knowledge of / skillset in creative project software / platforms such as Canva

Solution focused.

Desirable

Proven experience of leading and managing others (staff and / or freelance contractors).

Experience of working in PR to secure national and local coverage across platforms plus a network of established media and policy contacts.

Experience of leading marketing plans to drive engagement.

Experience of web design and/or management.

Knowledge of team management programmes such as Trello, Asana, ClickUp for workflow and tracking.

Further information:

This post is subject to receipt of two satisfactory references and right to work in the UK.

Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the organisation to undertake duties within your skills which the organisation reasonably considers necessary to meet business needs.

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