

Old Diorama Arts Centre

Marketing & Communications Coordinator

(part time, 2 days/week)

Recruitment Pack



What are we?

Old Diorama Arts Centre is a creation centre: a shared home for the live arts, creative industries and local community to make, explore and meet.

Named in homage to our iconic original home, Old Diorama Arts Centre has a long and radical history supporting London's creative ecology and communities in Camden. In the 1970s, The Diorama building by Regent's Park was squatted by a collective of artists, who made it widely known as a place for arts, craft, theatre, concerts, raves and more.

Several buildings later, and now housed in a purpose-built complex at the Regent's Place campus, our studios and offices are home to a busy schedule of rehearsals, workshops, readings, castings, film and photo shoots, and events. We're a lively hub of performing arts development, where West End rehearsals and big-name castings nestle alongside new work by emerging artists and local groups - and everything in between.

Old Diorama Arts Centre has reopened in its 40th anniversary as a charity, under the new leadership of Creative Director & Chief Executive Daniel Pitt, with Claire Rivers as Centre Manager. We're beginning a refreshed phase of development, seeking to build collaborative relationships, strategies and programmes for, with and by our creative and local communities.

What's the role?

The Marketing & Communications Coordinator is responsible for delivering ODAC's external communications, ensuring high quality and consistency of output for our space hire business, centre identity and increasing the engagement with and impact of our artistic and community development activities.

Working closely with the Creative Director & Chief Executive, the Marketing & Communications Coordinator is ODAC's first permanent communications role in a long time, so there's room for growth as our programmes grow. It's an opportunity to join our small team at a time of change and rejuvenation, and to contribute to the development of our brand and communications identity as it evolves and is renewed in the coming year.

Who are we looking for?

Now is a time of change for lots of people, and we're up for that - it's the same for ODAC itself. We're after someone to join our small team and come with us on a journey. Someone with an imaginative, creative outlook, full of ideas for how to make our centre's communications better – for reasons of both income and impact.

This role could fit alongside other work (freelance, artistic or otherwise), or family commitments. At ODAC, we respect the boundaries and flexibility required for part-time working and the potential of mixed portfolio careers – all of our Operations & Hires team do this.

Understanding of our local Camden community, and/or the theatre/TV/film industries is desirable, but we know that every career path is different, and we want to encourage those with the skills and interests that we need for the job to apply, regardless of the route. Experience is a benefit, but we're happy to invest in training for the right person.

Inclusivity

Diversity and inclusion are critical to our mission. We need a truly diverse workforce that reflects the communities that we serve. ODAC is committed to developing a team with diverse skills, backgrounds and lived experiences. We actively encourage applications from those who are under-represented in our organisation and marginalised in our sector, including those who have faced socio-economic barriers.

We encourage applications from those from the Global Majority as they are under-represented in our workforce, including but not limited to, those of African diaspora heritage, South Asian, East Asian and South-East Asian heritage, and all mixed heritages.

ODAC is a fully accessible venue and welcomes applications from D/deaf and disabled people, and will facilitate necessary adaptations to the working environment.

ODAC is an inclusive space for all genders and sexualities and welcomes applications from members of the LGBTQ+ community.

We encourage applications from those with lived knowledge and understanding of the local Camden communities in which we are situated and serve, in particular West Euston and Regent's Park ward.

Job Description

Job title: Marketing & Communications Coordinator

Salary: £26,000 pro-rata per year (real salary £10,400)

Hours: Part-time, 2 days per week (0.4 full-time equivalent / 16 hours)

Working days: To be arranged, with some flexibility

Place of work: Old Diorama Arts Centre office. Some remote working may be negotiable.

Line Manager: Creative Director & Chief Executive ('Director')

Collaborates with: Centre Manager; Operations & Hires Supervisors

Manages: Freelance designers and photographers etc

Start date: January 2022 (start date to be agreed)

Contract type: Permanent

Probation period: 3 months

Annual leave: Pro-rata of 20 days per year in addition to public holidays

Pension: 4% employer contribution, provided by NOW Pensions

The Marketing & Communications Coordinator is responsible for delivering ODAC's external communications, ensuring high quality and consistency of output across all channels and locations.

They are responsible for the marketing of our space hire business and future events, alongside administrating all online and social communications. They will collaborate with the team to advertise new business opportunities, alongside increasing our online audience and building a stronger organisational identity with arts, creative industries and local Camden communities.

Marketing

- To work closely with the Director and Centre Manager to conceive and develop a communications and marketing strategy for ODAC.
- To deliver year-round proactive marketing activity for ODAC's core studio hires business.
- To work with the Operations & Hires Supervisors and Team to ensure that proactive marketing activities are planned and delivered.

- To work with the Director and team to develop an advertising strategy for income-generating hires, and to deliver and administrate the placement of advertising and other marketing opportunities.
- To manage the creation of all marketing materials, working with freelance graphic designers, photographers, web designers and printers when required.
- To manage and update all of ODAC's website content (currently on Squarespace) ensuring it is up to date with changes and events.
- To plan and coordinate engaging multimedia content across all social platforms and websites, including regular news or blog posts.
- To collaboratively plan, create and send a regular (every 1-2 months) newsletter to ODAC customers, using Mailchimp and our booking system EZ Facility.
- To manage ODAC's social media channels (Instagram and Twitter), including creating and posting regular content for both hires marketing and broader organisational communications and profile.
- To monitor and report on analytics of socials, website visits, SEO and email campaigns to inform future strategies.
- To edit imagery to create basic visual content for social media, website and mailing lists and to line-manage working with freelance graphic designers when necessary.
- To ensure that all organisational communications, internal and external, on-site and off-site are consistent with the brand guidelines and identity.
- To create written and graphic content, within brand guidelines.
- To ensure brand consistency in and around our building and across all channels.

Person Specification

Essential:

A pro-active, can-do attitude
Excellent written English skills
A strong sense for aesthetics and presentation
Excellent attention to detail
A good understanding of the potential of social media engagement
Good administrative skills

Desired:

An understanding of the professional needs of performing arts industries
Basic graphic design skills
Basic web-editing skills
An understanding of online marketing strategies

How do I apply?

Apply

Please send the following to daniel@olddiorama.com by the deadline below:

- full CV
- covering letter telling us about yourself and why you're right for this role
- a completed Equal Opportunities Monitoring Form

Deadline: 10am, Monday 6th December 2021

Interviews: Friday 10th December 2021 (please keep it free!)

If you have questions about this opportunity, informal conversations can be arranged with Daniel Pitt, Creative Director & Chief Executive, ahead of application. Email daniel@olddiorama.com and we'll find a time for a call.

Access

If this process is not accessible to you, please contact the office, and we'll do our best to adapt the format for you.