

Marketing Coordinator Job Opportunity

Introduction to the Live Art Development Agency

“LADA is an uncompromising, astonishing and vital resource in the field of Live Art in the UK and beyond.”

-- Tim Etchells, artist and LADA Patron

The Live Art Development Agency (LADA) was founded in 1999 and is the UK’s only fully dedicated Live Art development organization. We produce **projects, publications, resources and opportunities** for those who make, watch, research, study, teach, produce, present, write about and archive Live Art.

LADA is a **Centre for Live Art**. We act as a hub for audiences, artists, writers, researchers, and producers to ‘think’ about the event, the experience and the impact of art. We work with the most challenging artists and ideas of our times, give agency to underrepresented artists and practices, and are trusted internationally for our role in cultivating the sector.

Working strategically, in partnership and in consultation, LADA champions and develops new artistic frameworks, and legitimizes unclassifiable art forms. We aim to inspire everyone who is excited by new ideas and experiences, and to support, encourage and promote engagement with issues of diversity, innovation and risk taking in contemporary culture.

LADA works to reduce the Live Art sector’s vulnerability, supporting and developing artists and initiatives which will in the long-term inform the mainstream in ways we can’t yet foresee. In this way, LADA acts as a research lab for mass culture.

LADA is an independent organisation with a small team of six staff who are responsible to a Board of Directors. This core team works with specialised contract staff on a project basis. Permanent staff posts are geared towards artistic and/or company management responsibilities. However, LADA’s practice is to work to the strengths, expertise and creativity of its staff, and involve them in the planning and delivery of LADA’s work.

LADA is funded as a National Portfolio Organisation of the Visual Arts Department of Arts Council England, London with an annual turnover over the last few years of between £350,000 and £400,000. LADA’s office/Study Room is located in The White Building, Hackney Wick, London.

The Marketing Coordinator will work as part of LADA’s team to significantly enhance and develop the public profile, awareness and understanding of LADA’s programmes.

This is the first time LADA has employed a fully-dedicated Marketing position, and builds on a Marketing Review (2015) and plans to develop LADA's first Marketing Strategy in 2016/17. This is an opportunity for a dynamic individual with strong communication skills, coupled with experience of current marketing and communications tactics in the arts, and an interest in and commitment to developing audiences, to join LADA and contribute to its future. We are particularly interested in applicants with a knowledge and enthusiasm for Live Art, who can inventively fill and develop this role.

The Marketing Coordinator will be employed on a part-time basis for four days per week, including occasional evening/weekend work.

For further information about LADA visit www.thisisLiveArt.co.uk. Also visit www.thisisUnbound.co.uk to find out about Unbound, LADA's online store.

Live Art Development Agency
Marketing Coordinator
4 days per week

The Marketing Coordinator will work as part of LADA's team to significantly enhance and develop the public profile, awareness and understanding of LADA's programmes.

This is the first time LADA has employed a fully-dedicated Marketing position, and builds on a Marketing Review (2015) and plans to develop LADA's first Marketing Strategy in 2016/17. This strategic work will be overseen by LADA's Co-Directors and a recently established Fundraising and Marketing Committee, which is responsible for assisting staff and engaging Board members in developing LADA's Fundraising and Marketing Strategies, planning and activities.

Supervision: by LADA's Co-Directors, including an initial review after three months.

Responsibilities:

Marketing/Communications

The Marketing Coordinator's responsibilities include developing and enhancing LADA's marketing and communications processes, systems and planning, to ensure timely and effective marketing and communication activities:

- Website updates, email newsletters, blog posts and social media: planning, proposing content, content development and coordination.
- Developing communications: creating and maintaining communications opportunities, which support and contribute to LADA's advocacy role for itself, the national Live Art UK network and the broader Live Art sector. This work will be informed by online data analysis, including Mailchimp, Google, social media, Audience Funder, and Wufoo; and surveying audiences/participants in LADA's programmes.
- Systems: including maintaining and enhancing contacts databases, and arrangements with service providers, including Mailchimp, Hootsuite etc.
- Audiences: working to develop LADA's different audiences; procedures for gathering audience feedback and assessment; participation in Audience Finder and related activities.
- Fundraising and partnerships: development and coordination of some of LADA's key communications with a range of actual and prospective funders and other supporters.
- Strategic development: supporting and contributing to the development and implementation of LADA's first-ever Marketing Strategy.
- Evaluation and assessment: using analytical tools for measuring online engagement; written and verbal marketing reports to LADA's staff and Board of Directors.

The Marketing Coordinator's work will respond to the distinct marketing and communications needs and opportunities of each of the following:

1. LADA:

- Appropriately planned and delivered communications/promotions of LADA's public programmes, opportunities, publications and resources.
- Specific marketing and communications plans needed for large scale public/curated programmes, the DIY artists' professional development programmes, including liaison with project partners on campaigns and strategies.

2. Networks, including:

- Live Art UK, the network of national Live Art promoters, which works to support and develop the national Live Art infrastructure. Monthly website updates and email newsletters will be developed and coordinated by the Marketing Coordinator, with content provided by other staff.
- The Collaborative Arts Partnership Programme (CAPP), a four-year EU-funded programme exploring socially engaged practices. Timely website updates and email newsletters will be developed and coordinated by the Marketing Coordinator, with content provided by other staff, to include coordination with the CAPP website, led on by Create (Dublin).

3. Unbound, LADA's online Live Art shop, for books, DVDs and limited editions:

- Content development and coordination of Unbound marketing and communications; this will include receiving some proposed website, blog, email and social media content from other staff.
- Supporting the marketing and communications profiling of trade orders/distribution of LADA's publications list to bookshops, libraries, the Higher Education sector and others.

Finance

The Board of Directors is ultimately responsible for LADA's financial management; the Directors take lead staff responsibility for managing the finances; and LADA works with freelance bookkeepers to support the processing of financial transactions. The Marketing Coordinator has responsibility for supporting LADA's financial bookkeeping, and will:

- manage and coordinate marketing/communications budgets, including timely updates and questions for other staff;
- manage invoicing, payment, and petty cash needs and transactions for marketing/communications activities; and
- liaise with third parties involved in financial transactions as necessary.

General

Along with other staff, the Marketing Coordinator will contribute to the efficient running and maintenance of LADA's office. The tasks and responsibilities noted below will be shared with other staff:

- respond to telephone calls, mail and emails, and report on them as necessary;
- manage their filing and undertake general correspondence;
- organise and where appropriate minute meetings; and
- work with and contribute to LADA's internal procedures, including office calendar and Administration Manual.

The Marketing Coordinator will also be expected to carry out any other duties as reasonably requested. Some of the duties above will be supported by other staff, with intern/placement support anticipated for some regular/routine marketing and communications work.

Person specifications

It is **essential** that the Marketing Coordinator:

- Has a strong interest in and knowledge of Live Art and the infrastructures that support it in the UK;
- Has at least one year of experience of arts marketing and communications, with artists and/or arts organisations, in ways which align with the responsibilities summarized above, including the goals to strategically develop LADA's marketing and communications, and enhance LADA's public profile;
- Has excellent communication skills and is confident communicating in writing and in person, including strong grammar and copy editing skills;
- Is well organised and possesses strong administration skills, including both a close eye for detail as well as the ability to understand the broader context and needs of their work;
- Has good general visual/graphic design sensibility;
- Has knowledge and/or experience of: Apple computers and Macintosh operating systems; Word, Excel, Mail and database programmes; Mailchimp or equivalent communication systems; social media platforms; online audience engagement analysis tools (eg Google Analytics); and Desktop Publishing programmes (eg. Photoshop, Illustrator, InDesign);
- Is self motivated and able to work as part of a team; and
- Has the ability to represent LADA to artists, organisations and the general public.

It is **desirable** that the Marketing Coordinator:

- Has experience of financial/budgetary management and can demonstrate a reasonable understanding of financial processes or systems for small arts organisations;
- Has a flexible approach to working practices; and
- Has an understanding of, and commitment to, equal opportunities.

Terms of the appointment

The Marketing Coordinator will work on a part-time basis, 4 days per week, between Mondays to Fridays 10am-6pm, including occasional evening/weekend work.

The post holder will be entitled to four weeks pro rata paid leave during each year, plus pro rata statutory bank holidays. LADA does not pay overtime; however, it offers time off in lieu (TOIL) in acknowledgment of additional hours worked. In addition, LADA has a two-week shutdown over the Christmas and New Year period.

Period of notice required: two months.

The post is offered at an annual gross salary of £16,000 (full-time equivalent rate: £20,000).

There will be a three-month probationary period for this position, followed by regular annual staff reviews, carried out by LADA's Co-Directors.

To apply

Your application should be submitted via [the online application form](#)

The application information required includes your:

- Name.
- Contact details: postal, telephone, and email.
- The names and contact details of two referees. Referees may be contacted, but only after interview.
- Monitoring questions, providing your answers to the questions listed below.

You should also include two attachments:

- A statement of no more than two A4 pages, including:
 - Why you feel that you are suitable for the post;
 - How you match the person specifications noted above, using examples of your past experience; and
 - One paragraph summarising the content of and your response to a recent Live Art project you attended.
- Your current CV of no more than two A4 pages.

You must submit your application [via the online application form](#) by 12 noon on Monday February 1, 2016.

Attachments should be Word documents, RTF documents, or PDFs. The extension should therefore be .doc, .rtf or PDF. Our preference is for PDFs as this ensures that your formatting is retained.

Please title your attachments:

- YourLastName_statement.pdf and
- YourLastName_cv.pdf.

If you are unable to submit your application [via the online application form](#) for access or technical reasons please contact us well in advance of the application deadline to discuss alternative arrangements.

**The deadline for applications is 12 noon on Monday February 1, 2016.
Anticipated interview dates: February 16-18, 2016.
Appointment will ideally commence: March/April 2016.**

Equal Opportunities

The Live Art Development Agency aims to ensure that no applicant receives less favourable treatment on grounds of gender, race, colour, religion, disability, marital status or sexual orientation.

Monitoring

The Live Art Development Agency places a strong emphasis on equality of opportunity and access. In order to help us monitor this commitment, please complete the following questions [on the online application form](#). You must return this information as part of your application, which will not be eligible without it.

The questionnaire asks for statistical information only. We will not use the information you provide here in making our decision, and your information will remain confidential.

Cultural diversity: Please state what you consider to be or how you chose to define your ethnic origin (for example, Asian, British Asian, White European, Black Caribbean, British Chinese, etc)

Disability: The Disability Discrimination Act defines disability as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities.

Do you consider yourself to be a disabled person?

Age: To which age group do you belong?

Below 20
40 – 49

20 – 29
50 – 59

30 – 39
Above 60

Gender: How do you describe your gender?

Visibility: How did you hear about the post of Marketing Coordinator with the Live Art Development Agency?