

Edge Arts Community (EAC) – EAC Marketing Coordinator

Thank you for your interest in becoming the **EAC Marketing Coordinator**. Please read the below information carefully before applying.

Job purpose:

The Edge Arts Community (EAC) is a thriving, creative network run by and for University of Bath students. It is **free** to join and open to all undergraduate and postgraduate students studying at Bath. The EAC aims to inspire creativity across campus and encourage more students to get involved in arts activities.

The EAC is led by 2 Supervisors, a Marketing Coordinator, 3 Event Coordinators and a Postgraduate Coordinator who are employed on a casual basis alongside a voluntary Steering Group who make important decisions about the future direction of the EAC.

The Steering Group meets, once a semester and is open to all EAC members.

The **EAC Marketing Coordinator** is responsible for the promotion of all EAC events as well as the development and implementation of the EAC communications strategy (alongside the Office for the Arts marketing team). They work closely with EAC colleagues to promote the EAC brand and engage more students in EAC activities. They also input into the EAC events programme allowing them to pursue their own creative interests.

For more information about the role, please contact Alex Homewood (a.m.homewood@bath.ac.uk)

Key Responsibilities:

- Lead on the promotion of EAC events including; Open Days, Freshers' Week, weekly socials, workshops and Steering Group meetings.
- Work with colleagues, in particular the Arts Marketing & Communications Manager, to devise and implement a communications strategy for the Edge Arts Community with the aim of increasing engagement.
- Ensure the EAC maintains a strong print and digital presence across campus and campus venues including The Edge, Andrew Brownsword Gallery, Students' Union in partnership with colleagues.
- Design and send out a regular newsletter to EAC members.
- Assist in the creation of the social media plan and digital content creation (Facebook, Twitter, Instagram, video clips), e-bulletins, single issue e-mailouts as necessary.
- Collate images and event information to support the promotion of EAC events on The Edge website.
- Contribute to the upkeep of the EAC webpage and work with the Arts Development Manager to ensure this is accessible and engaging for students.
- To attend the EAC Steering Group meetings and lead focused sessions on marketing and communications to get input from the wider Edge Arts Community.

- To work collaboratively with EAC colleagues as well as Steering Group members to devise and implement a programme of events and development opportunities for students signed up to the Edge Arts Community.
- To support the award of Edge Arts Development funding to successful student applicants.
- To work closely with the Arts Office University Arts Development Manager and University Arts Assistant who coordinate wider Arts programme activity on behalf of the University.
- To build and nurture relationships with student societies and elected SU representatives.
- To gather student perspectives and feedback from the wider Edge Arts community in appropriate forums and to evaluate student satisfaction.
- To help raise awareness of the arts on campus and regionally, and to encourage increased participation amongst students.
- To become an ambassador for the Edge Arts Community at public-facing events including; Freshers' Week, Open Days and Refresh.
- To become a part-time member of the Office for the Arts, supporting student focussed projects and advocating for the arts more broadly.
- To be available at short notice, and to work flexibly as required.

Person Specification:

We are looking for someone who is passionate about the arts and is keen to develop their creative skillset. You will need to possess the following attributes:

- Self-motivated and proactive
- Able to work both independently and as part of a team
- An active listener
- Clear interest in and passion for Arts Marketing
- Strong written and verbal communication skills
- A collaborative spirit
- Flexible working approach

To apply, please email your CV along with a covering letter to Alex Homewood, Student Arts Development Manager (a.m.homewood@bath.ac.uk). Your covering letter should outline your experience and how you meet the person specification. The deadline for applications is **Friday 11th October 2019**.

This role will be offered for one year 2019/20 with the option to review before the 2020/21 academic year. The EAC Marketing Coordinator will be paid for up to 10 hours per week at £9.00p/h & Holiday Pay = £10.09