



**CHATS
PALACE**

JOB DESCRIPTION

Position: Social Media Marketeer

Accountable to: Director

TimeLine: April – August 2021

BACKGROUND

Chats Palace is an east London community centre with a civic role, empowering local people. We are a trusted body and our building a safe space, with a reputation that goes back more than 40 years. Our key focus areas are with those who are marginalised, excluded or without a voice; working in partnership we devise and deliver projects that combine artistic and social interaction to engender positive, life-long change. Our equality-driven programme is shaped by a strong track record of engagement with our local east London community to identify and address issues of public concern.

By offering outstanding cultural, educational, and social experiences for our community and operating as a robust social enterprise, we present an exemplary model for future cultural venues. With 40,000 visits per year, the initial 3 years of our new programme (2015-18) made a demonstrable contribution to the growth in cultural engagement in Hackney: ACE Active Lives Survey (2015-17) records arts engagement figures with attendance and participation higher than national average: a 2010 ACE study profiles Hackney as having 1 of the country's lowest levels of adult arts engagement.

Our community and voluntary organisations, users and audiences provide regular qualitative feedback via our 360-degree evaluation strategy. They have told us that we are a vital resource in the local area. We are open, accessible to all generations, and our location is particularly important for those working with and providing activities for local people. They have told us that they also value the role we play as a civic, historic, and cultural space for the local community.

Chats Palace is a registered charity, and all team members are expected to adhere to the policies of the company: to ensure all staff, volunteers and visitors are treated equally, with respect and with their safety being of paramount concern.

PROJECT OUTLINES:

The Social Media Marketeer will work on 2 projects:

Dear Body

Dear Body, is unique digital collaborative project between Chats Palace, Goldsmiths University of London and feminist theatre innovators, Athletes of the Heart. Led by Professor Anna Furse, Head of Theatre & Performance, Goldsmiths, Dear Body will engage with the east London community to invert the habitual dislike of our bodies and/or body parts and contribute positive body image messages to deliver the self-care so many are needing during the lockdown and beyond. Project participants will photograph the body part they want to talk about and record a voiceover describing their feelings about it. The gathered images, together with sound, will be edited into an immersive, on-line visual digital installation.

Homerton Assembly

Chats Palace is a beacon of what can be achieved when working in collaboration with an invested community. We are a trusted body with a reputation that goes back more than 40 years: for many local people, Chats Palace has been a constant feature in their lives as they grew-up. From this privileged position embedded in this east London community, Homerton Assembly is an umbrella for a range of civically minded projects through which we can act proactively in taking information into the community. By harnessing the power of word-of-mouth recommendation and connecting with our closest neighbours we can utilise our existing networks with the Muslim and Afro-Caribbean communities who use our building for their weekly worship, NHS Homerton Hospital, our elders project The Palace Club and local tenants and residents' associations amongst others.

MAIN PURPOSE OF THE JOB

The post holder will be the main marketing point of contact for both projects, liaising with lead practitioners and acting as a communication conduit between the project team and the project participants and viewers. The Social Media Marketeer will be responsible for the successful creation and delivery of the social media marketing strategy for each project including but not limited to:

- Devising a social media campaign that informs potential participants about each project and encourages them to take part.
- Working with the project leads on writing and then sharing positive news stories as each project progresses.
- Acting proactively to propose new marketing activities that will promote project success.
- Designing marketing assets in-house (using Canva or suitable free alternative)
- Delivering a paid social media advertising campaigns as determined by each project budget, reaching targeted communities in a way they find accessible.
- When the participation element is concluded, promoting the completed project to mainstream, metropolitan and local media and inviting the project's audience to access completed works.
- Capturing evaluation data as required by each project lead.
- Attending regular production meetings to share feedback on any marketing or related issues.

JOB RESPONSIBILITIES

Strategy

- Work collaboratively with the Director and the project team to ensure that the broader aims of the project are delivered and that they complement the other cultural activities and opportunities at Chats Palace.
- Facilitate and contribute to project production meetings and related networking activities.
- Liaise with participating groups/individuals, sharing their stories with their permission in a way that promotes each project.
- Use the project as an opportunity to embed the aims and objectives of Chats Palace in the long-term life of Homerton to develop the project's ambitions and legacy.
- Wherever practical ensure project participants are consulted and feel involved in the portrayal of each project via the social media campaign.

Financial

- Work within budget targets set out with Director for all projects.
- Ensure requirements are met for all marketing data collection relevant to any relevant funding agreements.

Communication and Marketing

- Work with the project leads on devising and delivering a promotional strategy for each project – initially this will be predominantly social media but may be extended to press campaigns.
- Work with the project leads in the content generation of all project-specific marketing materials, for social media, website, press and PR and all related media communications.
- Gather programme text from leaders in time for creation of digital programmes.
- Work with project-specific branding to maintain clear project identity.

Quantitative and qualitative evaluation

- Collect data for evaluation reports as required, including social media campaign reports to coincide with production meetings.
- Develop best practice for project evaluation via social media and ensure that the impact of the project is measured. This includes the implementation of robust and creative qualitative evaluation processes.
- Ensure that accurate quantitative statistics for each project is collated so the successful impact of the project can be reported to funders and key stakeholders.

PERSON SPECIFICATION

- Educated to a degree level in a relevant art/administrative subject (position is suitable for recent graduates)
- At least 1 year of experience in marketing with wide experience across all social media platforms
- Knowledge of effective management and development of stakeholder relationships, and an understanding of the needs of successful partnership working.
- Excellent oral, written and visual communication skills.
- Ability to handle multiply projects and respond to enquiries quickly and in a professional manner
- A strong understanding of culturally diverse communities
- Ability to prioritise and work to strict deadlines
- A high standard of organisation and efficiency
- A genuine interest and enthusiasm for working in the arts sector.
- A friendly personality possessing excellent customer service skills.
- Flexibility to work evenings and weekends when required

TERMS AND CONDITIONS

- This is a fixed term part-time contract running from 01 April – 30 August 2021 (5 months/15 days)
- The job fee will be £1500.00 incl of VAT – paid in 3 instalments:
 - April: £500
 - May: £500
 - Aug: £500
- The postholder will be responsible for paying their own Tax and National Insurance
- Reasonable expenses incurred by the post-holder in delivery of the project will be reimbursed subject to prior agreement with the Director.
- The post holder will set their own working hours, working to delivery of job outputs on the agreed timeline and workplan.
- This job may be delivered remotely, from the postholder's own place of work. At present it is anticipated that most meetings will take place over Zoom.