

# ROAR

- Job Title:** Digital, Media, Marketing and Comms
- Salary:** £26,000 pro rata on 37.5 hours a week
- Hours of work:** 15 hours a week. Some evening and weekend work may be necessary.
- Place of work:** Hybrid as required, in Rotherham, and remote flexible working
- Responsible to:** ROAR's Chief Executive
- Start date:** September 2023 (6 month probation period)

Rotherham Open Arts Renaissance "ROAR" is a micro arts organisation, operating as a not for profit Community Interest Company Supported through the Arts Councils' National Portfolio Organisation (NPO) funding stream, it provides affordable studio spaces and support to artists in Rotherham.

We have a small staff team which includes the Chief Executive, a Buildings manager, and a freelance accountant. Our Board of Directors meets 6 times a year.

ROAR is a membership organisation for creatives who live and work in Rotherham and we have provided accessible studio spaces and opportunities for career development, participation and engagement for over 12yrs.

We value creativity as an essential human right. We passionately believe that art is transformative and integral to human experience, and that it is fundamental to our ability to stimulate social change.

Our activities provide benefit to all residents of Rotherham and surrounding areas, working with Rotherham's creative ecology through the provision of high quality cultural opportunities for participation and engagement.

## Values and Ethos:

<b>Sustainable Living</b> Pursuing the values and economics of a self-determined, resilient society to adapt to future needs	<b>Climate Emergency and Ecological Crisis</b> Creatively reducing our carbon footprint and promoting biodiversity as matters of quality	<b>Exchange of Care</b> Promoting conviviality, emotional intelligence and social care as a driver for change
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ROAR is located on the second floor of Westgate Chambers in Rotherham town centre, offering 11 studios (currently with 13 resident artists), a shared studio, a drama studio, a resource room, and a small gallery space. We also operate a gallery in Rotherham indoor market.

We have a membership of over 200 artists and creatives that are as diverse in their nature as is their practice. In line with this, we offer a supportive environment with a flexible approach that offers a variety of learning and skills development outcomes.

### **Current Funded projects we are working on include:**

Life Act - funded through Reaching Communities, ROAR supports this user led drama group for adults facing physical and neuro divergent challenges.

Smiles 4 Miles - as part of the Children, Young People & Families Consortium project we are supporting the 'basket of service' young people can access through creative activity across this 2 year project.

BAMER Creative Network - supporting artists with lived experience to have more opportunities and influence on the creative sector.

Imagine Rotherham - the local Creative Education Partnership

### **Membership Support:**

Membership is free, which includes an initial informal meeting to clarify expectations and enable targeted support. We also ask that new members complete a skills and learning questionnaire to highlight their requirements more precisely.

Historically we have delivered several drop in sessions a week, including life drawing class, artist talks, one day residencies called gatherings, and exhibitions in different spaces.

We also offer personalised support for creative practice and professional development: from 'work reviews' to promotion, writing artist statements, applications and funding bids.

Our regular communications newsletter is an important aspect of our work disseminating opportunities at ROAR and other local and regional initiatives.

### **Job Purpose:**

- To support established and developing artists and art organisations living or working in Rotherham
- To design and develop public facing materials and strategies for ROAR and our member support programme
- To promote and advocate for the work of ROAR

### **Main duties and Responsibilities:**

- Update, maintain, review and develop the website
- Maintain member websites hosting accounts
- Support digital and design learning needs of the membership
- Develop, implement, evaluate and review marketing and comms strategies
- Develop, implement, evaluate and review social media strategies
- Prepare regular email members mailout ( bi-weekly / weekly tbd)
- Prepare the outward facing ROARING Times, digital newsletter 3 times a year.
- Prepare marketing materials and plans to support the programme of activities
- Prepare a variety of formats that promote and evaluate the work of ROAR
- Advise on digital innovation to benefit the work of ROAR
- Update and grow the ROAR TV youtube channel

- Support the CEO with audience development
- Attend weekly team meetings
- ADMIN support at Board meetings- Minute taking.

Whilst every effort has been made to outline the main duties and responsibilities of the role, ROAR is a micro organisation and requires all team members to support the delivery of the organisation objectives which may the post holder to undertake tasks not listed above from time to time, such as covering for illness and representing the organisation at external meetings.

In addition to the above the post holder must make themselves familiar and uphold the organisation's policies, especially around equality, safeguarding, and health and safety.

**PERSON SPECIFICATION:**

EVIDENCE: A = application form I = interview R = references

	<b>essential</b>	<b>desirable</b>	<b>evidence</b>
Excellent written and spoken english	x		A & I
Graphic design software skills	x		A
Working to a creative design brief	x		A
Building and maintaining websites	x		A
Managing multiple social media sites with key messaging	x		A
Providing learning support		x	A & I
Working with diverse communities		x	A, I & R
Understanding of current GDPR regulations		x	A
Understanding of Copyright Laws		x	A
Project management		x	A, I & R
Working to print deadlines	x		A & R
Ability to build relationships with the press	x		A
Photography		x	A
Video / film production		x	A
Journalism		x	A

<b>Personal attributes</b>	<b>Evidence</b>
Active listening skills	I & R

Multitasking	A & R
Time keeping	I & R
Actively engaged in ongoing learning about diversity	A & I
Willingness to learn	A & R
Willingness to challenge	A, I & R
Self-motivated	A & R
Team player	A & R

### How to apply:

As the role requires you to deliver written and designed content, we ask that your application is in the form of a promotional leaflet, including descriptive text and images.

You will be working for an Arts Organisation that champions unique work with artistic integrity, one that aspires to quality experience for all participants and audiences, and in an accessible format and language.

The leaflet should be no more than 4 x A5 pages and be a digital but print ready file.

Include any links to other supporting design work, social media, journalism, youtube, and so on.

Please also include your CV as a separate document.

Please send your application to: [team@rotherhamroar.org](mailto:team@rotherhamroar.org)

DEADLINE: 12 noon Friday 25th August 2023.

INTERVIEWS: Friday 8th September 2023

\*We encourage applicants from communities currently under-represented in arts services.

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