



**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:** blended as required, in Rotherham and remote flexible working

**Responsible to:** ROAR Chief Executive

**Start date:** February 2022 (6 month probation period)

ROAR is a micro arts organisation, operating as a C.I.C, supported through the Arts Councils' National Portfolio Organisation (NPO) funding stream, to provide affordable studio spaces and support to artists in Rotherham.

There is a small staff team of the Chief Executive, this position, the Buildings manager and a freelance accountant. The Board of Directors meet 6 times a year.

**Mission:**

To develop and sustain innovative, challenging and insightful art practices in Rotherham and to place these within wider national and international creative networks.

**Vision:**

Be a leading South Yorkshire arts organisation, that supports and develop artists in their creative ambitions through a variety of methodologies including spaces for making and sharing, engaging with the public and local communities to help tackle isolations, confidence, and improve physical and mental well being, to bring fun and enjoyment through representative and relevant provision, to generate demand and sustainable work/life opportunities.

**Values and Ethos:**

Sustainable Living-pursuing the values and economics of a self-determined, resilient society to adapt to future needs

Climate Emergency and Ecological Crisis-how we creatively reduce our carbon footprint and promote biodiversity as matters of quality

Exchange of Care - promoting conviviality, emotional intelligence and social care as a driver for change

Located on the second floor of Westgate Chambers in Rotherham town centre, we currently have 10 studios with 13 resident artists, a drama studio, a resource room and a small gallery space. We have a membership of over 200 artists and creatives that are as diverse in their nature as is their practice. Our methodology when supporting the membership is to provide learning and skills legacy rather than do the work on their behalf, inline with our profile as a creative development organistaion.

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

UK Community Renewal Fund - a consortium delivery of skills training in the cultural sector for young people in preparation for the Children's Capital of Culture in 2025. ROAR will be working in Thurcroft to deliver a Troll Festival.

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 (CYP&FC) project we are supporting the 'basket of service' young people can access through creative activity across this 2 year project.

Company- a lottery funded project bringing dance and movement to the more mature adult population and those facing movement or co-ordination challenges.

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

Diversity Festival- ROAR have historically supported the delivery of the Diversity Festival as part of the Rotherham Show each year.

## **Membership Support:**

Membership is free, we do implement an informal meeting to manage expectations and to enable more targeted support. New members are invited to complete a skills and learning questionnaire to highlight requirements more precisely.

Pre covid we offered several drop in sessions a week, life drawing class, artist talks and one day residencies called gatherings, exhibitions in different spaces.

We also offer limited bespoke support regarding any element of their creative practice from 'work reviews' to promotion, writing artist statements, applications and funding.

A key feature is regular communications through the mailout where we highlight all opportunities through ROAR and suitable local relevant opportunities too.

## **Job Purpose:**

- To support existing and developing artists and art organisations living or working in Rotherham
- To design and develop public facing materials and strategies for ROAR and through 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
- Prepare an editorial for the Monthly Chase magazine
- Provide materials for use by the wider cultural sector to promote Rotherham
- Technical support for online and blended meetings
- Deliver an digital Artists Directory every 5 years (2022)
- 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 organisations policies, especially around equality, safeguarding, and health and safety.

#### PERSON SPEC:

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

	essential	desirable	evidence
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 making		x	A

Journalism		x	A
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Personal attributes	Evidence
Active listening skills	I & R
multitasking	A & R
Time keeping	I & R
Actively engaged in 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 you to apply for the job as if it was a promotional leaflet, that is selling yourself, including images.

You are going to be working for an Arts Organisation that champions unique work with artistic integrity, that is aiming for a quality experience for all participants and audiences, and in an accessible format and language. It should be pitched at the general public.

The leaflet should be no more than 4 x A5 pages and be a digital but print ready file. Include your social media links (not personal) and links to other supporting design work, journalism, youtube, etc.

Please send your CV as a separate document

Send to: [team@rotherhamroar.org](mailto:team@rotherhamroar.org)

DEADLINE: Friday 14th January 5pm.

INTERVIEWS: Thursday 20th January 2022  
( these maybe in person or via zoom depending on covid restrictions)

\*We are keen to encourage applications from communities under represented in the arts.

The office will be closed over the festive period until Wednesday 5th January 2022, but the “team” email will be periodically checked for enquiries.

ROAR Artspace, Westgatechambers, Westgate, Rotherham, S60 1AN  
01709835747 [team@rotherhamroar.org](mailto:team@rotherhamroar.org) [www.rotherhamroar.com](http://www.rotherhamroar.com)



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