



# Digital Marketing & Content Coordinator

Application Pack  
March 2024



National Centre for Writing, Dragon Hall (c) Hannah Hutchins

## About us

National Centre for Writing (NCW) is a dynamic literature house for contemporary writing at the heart of England's first UNESCO City of Literature. We remain an Arts Council England National Portfolio Organisation in the new round and we are a registered charity and company limited by guarantee, committed to exploring the artistic, social and place-making powers of creative writing and literary translation. We are based in Dragon Hall, a Grade 1 listed heritage building owned by Norwich City Council and a key heritage asset to the city of Norwich. We are the Norwich UNESCO City of Literature office and have a city-wide partnership to maintain this designation. Our work is focused on the ways we can support a flourishing and diverse ecology for writers and translators, and support and engage communities to tell their own stories.

Our values:

- **INQUISITIVE** approach to our artform and our engagement with artists, audiences, new work and new ways of working
- **COLLABORATIVE** friend to all our colleagues, partners and communities
- **WELCOMING** home for writing, in person, online and internationally
- **ACCOUNTABLE** to all its stakeholders, audiences and the planet
- **RESILIENT** for the future

## About the role

The Digital Marketing & Content Coordinator will join a friendly, dynamic and innovative team delivering the NCW's digital media. They will help NCW to support and enhance the creation, delivery, and impact of our digital communications on our wider programme, with a particular focus on the NCW Academy programme. They will meet digital marketing goals and deliver digital marketing activities on behalf of the organisation, to raise the profile of our brand.

Working with Head of Communications & Development and Senior Communications & Marketing Manager, the Digital Marketing & Content Coordinator will research, plan and implement digital marketing and content strategies and bring to life the latest insights, topics, and trends in digital marketing. The successful applicant is expected to

deliver content which fosters relationships with audiences, partners and stakeholders, and generates income for NCW on a national and global scale.

Working with colleagues in the Communications & Marketing team, the Digital Marketing & Content Coordinator will update and refresh all existing NCW digital marketing and content, and create new written, video and audio content that will increase engagement with our programmes and products.

## About you

To be successful in this role you will have at least five years' experience within digital marketing and communications, preferably in either the arts and/or cultural sector, but all industries will be considered. You will be a content specialist with the skills and knowledge to create targeted and compelling digital media for key audiences.

You will be highly organised and a passionate storyteller who understands the importance of using digital media to speak to diverse audiences and sell products. You will have strong verbal and written communication skills, a keen eye for detail and the ability to work effectively with a wide variety of staff at all levels, as well as partners, prospects, volunteers, and members of the public.

## Equal opportunities

National Centre for Writing is committed to equality of opportunity. We actively encourage people from a variety of backgrounds with different experiences, skills, and stories to join us and influence and develop our working practice. By taking positive action around diversity (as permitted in the Equality Act 2010) we will guarantee interviews to eligible candidates who meet the essential criteria as outlined in the Person Specification who identify as having one of the following protected characteristics, currently underrepresented in senior roles in the wider cultural sector workforce as well as our own:

- Black, Asian or Ethnically Diverse
- Disabled and/or Neurodiverse
- Candidates from diverse socio-economic backgrounds as defined by household main earner occupation aged 14 and secondary schooling aged 12-16

## How to apply

To apply for the position of Digital Marketing & Content Coordinator please fill out our application form and equal opportunities monitoring form at [nationalcentreforwriting.org.uk/vacancies](https://nationalcentreforwriting.org.uk/vacancies) along with the Personal Statement (maximum 1,500 words) and send to Amanda Salmon, Head of Operations & Commercial at [amanda@nationalcentreforwriting.org.uk](mailto:amanda@nationalcentreforwriting.org.uk), who can also provide this information in an alternative format eg. Microsoft Word.

**Closing date for applications:** 10am, Monday 29 April 2024

**Interviews (in person):** Wednesday 8 & Thursday 9 May 2024

If you would like an informal conversation to discuss this role further and find out more about our future plans, please contact Paula Sanchez, Head of Communications & Development [paula@nationalcentreforwriting.org.uk](mailto:paula@nationalcentreforwriting.org.uk).

## Terms & conditions

<b>Position</b>	Digital Marketing & Content Coordinator
<b>Accountable to</b>	Paula Sanchez, Head of Communications & Development
<b>Responsible for</b>	No direct reports but supervising work of Communications & Development interns, placements, casual staff and volunteers as required.
<b>Contract</b>	Full-time post (37.5 hours per week), fixed term until July 2027.
<b>Salary</b>	£28,000
<b>Benefits include</b>	Contributory Pension Scheme (after successful completion of the probationary period); Season Ticket Loan Scheme; Cycle to Work Scheme; Training and development tailored to your level of experience and free tickets to our events.
<b>Hours</b>	Standard hours are 7.5 per day to be worked between 9.00am to 6.00pm. Some evening and weekend working will be required in order to fulfil your role successfully for which time off in lieu (TOIL) may be taken by agreement with the Head of Communications & Development and in accordance with the Staff Handbook. We offer flexibility in hours particularly around parenting and caring responsibilities.
<b>Leave</b>	Paid annual leave of 25 days per annum plus 8 public holidays.
<b>Location</b>	This role is office based. NCW is located at Dragon Hall, 115-123 King St, Norwich, NR1 1QE.
<b>Probation period</b>	Six months.
<b>Notice period</b>	Two months (one month during probationary period).





International Literature Showcase event at the National Library of Scotland (c) Chris Scott

# Job description

## Purpose of the role

NCW seeks to appoint a Digital Marketing & Content Coordinator to help us plan, create and deliver dynamic and engaging digital marketing and content for National Centre for Writing and NCW Academy, which will help us to foster relationships with our audience, partners, and stakeholders, raise our brand's profile, and raise income for NCW on a national and global scale.

The Digital Marketing & Content Coordinator will be a vital member of the NCW team, working closely with the Communications & Marketing team to engage new audiences, introduce digital marketing trends, and monitor data.

## Main responsibilities

### Digital marketing

- Work with the Head of Communications & Development and Senior Communications & Marketing Manager to research, plan and implement new digital marketing strategies to increase audience engagement and sales across a wide variety of NCW programmes.
- Plan and implement digital marketing campaigns for NCW Academy products.
- Create video, podcasts, adverts, graphics, blogs, social media, newsletters, online display advertising and other digital marketing media to tell compelling stories about our products and programmes.
- Work with the communications team to update and refresh existing marketing and content materials.
- Coordinate and optimise SEO and PPC campaigns for NCW Academy and other income generating activities
- Create and coordinate organic and paid-for social media content, with support from the Communications Assistant.

- Produce in-house video and audio content for campaigns, from Instagram Reels to YouTube videos.
- Contribute to e-newsletters and mailings, working with the Senior Communications & Marketing Manager on newsletter development strategies.
- Promote and increase audience engagement with NCW's fortnightly podcast, The Writing Life (10k listeners per month).

### **Content creation**

- Work with the Head of Communications & Development and Senior Communications & Marketing Manager to research, plan and implement content strategies which feed into NCW's key strategic objectives.
- Identify exciting opportunities for creating digital content which makes the most of NCW's programmes, products, resources and digital platforms.
- Work cross-team to ensure our digital content is rich and diverse, and drives appropriate and relevant traffic.
- Work with the communications and programme teams to commission and create digital resources for NCW Academy audiences, including creative writing-focused articles, videos and podcasts.
- Take responsibility for the in-house production of The Writing Life podcast.
- Lead on any in-house production of video content for YouTube and social media, including recorded and livestreamed events.
- Work with the programme team to produce and promote e-learning products, including online tutored courses and self-guided learning (hosted on Teachable).
- Attend and capture content (video, audio, image) from NCW events, which may take place outside of normal working hours.

### **Graphic design**

- Use software such as Canva Pro and Adobe Creative Cloud to design campaign assets for NCW Academy and other events and programmes, to be used across digital channels.
- Produce reports and infographics to evidence the impact of our work to stakeholders.
- Create and present new design concepts to the Head of Communications & Development and Senior Communications & Marketing Manager where appropriate.

### **Website**

- Support the day-to-day function of the NCW website, uploading content and monitoring functionality and performance across all devices.

### **Box office**

- Support the Senior Communications & Marketing Manager and Development Manager with the day-to-day running and reporting functions of Spektrix, our box office and CRM database.

### **Monitoring and evaluation**

- Oversee day-to-day monitoring of our digital marketing performance and report to the wider team on digital marketing and audience behaviours. This includes online display advertising, Google Ads and Google AdGrants.
- Regularly collate and input digital marketing data into communications monitoring spreadsheets, programme reports, Board reports, funder reports and our annual review.
- Coordinate the weekly digital marketing and sales report for NCW Academy, with support from the Communications Assistant.

### **Team working**

- Work collaboratively with team members and other colleagues to meet organisational objectives.
- Be aware of useful technologies that could be integrated into the organisation and assist with upskilling staff on digital best practices.
- Cultivate marketing and communications contacts with partner organisations across the sector.

## Compliance

- Prepare papers and reports in a timely fashion for the Senior Management Team, the Board, funders and stakeholders as required.
- Carry out duties in accordance with appropriate internal and statutory procedures.
- Adhere at all times to NCW employment policies and procedures with particular reference to Health & Safety, Safeguarding Children & Vulnerable Adults, Equal Opportunities and Diversity, Confidentiality.

## General

- Act as an advocate for NCW - its vision, its activities and its values - at relevant networks and meetings.
- Undertake training as identified and agreed to ensure the ongoing effective delivery of the post, and where applicable, to undertake required training relating to your professional qualification.
- Undertake any other duties assigned by the Chief Executive or Executive Director which might reasonably be deemed to be within the status of the job and appropriate to the post. All duties must be carried out with due regard to confidentiality.



Kit de Val hosting the Harriet Martineau Lecture at the City of Literature strand of Norfolk & Norwich Festival (c) Jo Millington



# Person specification

## Digital Marketing

### Essential

- A minimum of 5 years' experience within digital marketing and communications, ideally in the creative and cultural sector, but all industries considered
- Experience of developing and implementing digital marketing plans and evaluating their effectiveness
- Proven track record of creating content across different channels (e.g. web, social media, email) to engage and diversify audiences
- In-house experience of producing podcasts and video
- Working knowledge of core digital marketing platforms (e.g. Google Analytics, Buffer) and social media channels (Facebook, X, LinkedIn, YouTube and Instagram), with a good understanding of how each can be used effectively
- Knowledge of SEO
- Experience of website management and administration (ideally Wordpress).
- A good eye for design and presentation, with an understanding of brand management
- Excellent copywriting skills, with the ability to tailor approach to specific audiences

### Desirable

- Experience of managing the production of new websites or website redesigns
- Google certified: SEO, AdWords and Analytics
- Proficiency in Adobe Creative Cloud, specifically Audition and Premier Pro
- Knowledge or experience of Teachable (or equivalent digital learning platform)
- Marketing qualification, e.g. CIM certificate or degree

## Communications and Interpersonal Skills

### Essential

- Excellent written and verbal communication skills, with attention to detail to ensure the accuracy of information shared
- Good team player: able to motivate others, share knowledge and build strong relationships
- Ability to work on own initiative
- A practised networker with experience of communicating at all levels
- A creative problem solver
- Listens actively and communicates in a timely manner
- Strong customer care skills

## Implementation and Results Focus

### Essential

- Focuses attention and resources upon meeting agreed organisational targets, priorities and objectives
- Applies skill, effort and judgement to get the job done
- Accurately assesses the length and difficulty of tasks and projects and breaks down the work into the process steps enabling the team to achieve its goals
- An eye for detail

## Adaptability and Flexibility

### Essential

- Able to work well within a fast-paced environment
- Adapts behaviour and work methods in response to new information, changing conditions or unexpected obstacles that warrant attention and resolution
- Confident and able to remain composed and resilient under pressure
- Self-sufficient and capable of managing a diverse and rapidly changing portfolio of work
- Well organised and able to manage multiple pieces of work to meet deadlines



Spiegelent audience at the City of Literature strand of Norfolk & Norwich Festival (c) Thom Law

National Centre for Writing is supported by:

