



DIGITAL MARKETING OFFICER

Job Reference: CY05/042

Hours: full time, 40 hours per week

Contract: permanent

Location: The Courtyard Centre for the Arts, Edgar Street, Hereford, HR4 9JR

Salary: £19,000

Closing Date: Wednesday, 4 August 2021 at 12 noon

Interviews: Tuesday, 10 August 2021

This is an exciting opportunity to join the creative Marketing & Sales team at The Courtyard.

The Digital Marketing Officer will support the delivery of creative, effective and integrated marketing campaigns designed to drive audiences, engagement and revenue. Taking a digital-first approach to marketing campaigns, the Marketing Officer will lead on The Courtyard's social media strategy and manage the marketing plans for the internal departments; Courtyard Food & Drink, Visual Arts and Fundraising.

This post is an integral part of The Courtyard's Marketing team, and the successful candidate will have an excellent understanding of marketing, particularly on digital platforms. Strong IT knowledge and proven experience reporting on campaign delivery are key skills for this role. The right person will have the ability to write engaging copy and be able to manage various marketing campaigns in a collaborative and inclusive way. We're looking for someone who is able to bring enthusiasm, imagination, creativity and initiative to their work.

Experience in marketing is essential and a background in the arts industry preferable.

If you are interested in finding out more, please download an application pack from The Courtyard's website at www.courtyard.org.uk/job-vacancies/. If you wish to apply you will need to complete and return the application form by the closing date.