

The logo for Visit East of England, featuring the text "VISIT EAST OF ENGLAND" in white, uppercase, sans-serif font, centered on a solid black square background.

VISIT
EAST OF
ENGLAND

Visit East of England: Culture Campaign Coordinator

Freelance contract: February 2019 – January 2020

75 hrs per month. Monthly fee £1,250

Key dates:

Deadline for applications: 12 noon, 31st January 2019

Interviews: 11th February, Norwich

The Job

The Culture Campaign Coordinator will work with Visit East of England (VEE) and the Look Sideways East (LSE) Marketing Consortium to put together, promote and attract national interest in the outstanding cultural offer in Norfolk and Suffolk. This is part of the consortium's ongoing programme of work to make Norfolk and Suffolk 'must see cultural destinations'. This will coincide with the launch of a new Visit East of England website with a major emphasis on the cultural offer.

The Look Sideways East Marketing Consortium is a network of marketing leads from the major cultural organisations in Norfolk and Suffolk, that are working together to build cultural tourism in the East. It includes Snape Maltings, Norfolk & Norwich Festival, The Apex, Theatre Royal Norwich, New Wolsey Theatre, DanceEast, Theatre Royal Bury St Edmunds, Norfolk Museums, National Centre for Writing, Marina Theatre Lowestoft and Visit Norwich, All about Ipswich, Visit Suffolk, Visit Norfolk and VEE. We want people to visit Norfolk and Suffolk for the first time, to return, stay longer and explore further.

Visit East of England - Role: Cultural Campaign Coordinator

The Post

The Culture Coordinator will be responsible for liaising with all key cultural organisations, gathering and preparing promotional copy, inputting all details onto the VEE website, putting together thematic and 'time of year' packages, inputting these on the website. The purpose of this role is to populate the new VEE website with the full range of outstanding year-round cultural activity and to coordinate campaigns to promote this content.

This is a freelance contract. You will need your own work space and equipment. You will communicate with other VEE staff, and marketing leads in cultural organisations via skype, phone and email. There will be some face to face meetings; the Marketing Consortium meets every two months, to develop plans and ideas and to report on achievements.

Fee

This contract is for 75 hours a month, for 12 months. The fee is £1250 per month.

Starting Date

The post is available from February 18th OR as soon as possible thereafter on a fixed term period for 12 months.

Contract

The post holder would be required to work at least 15 hours per week, flexible working will be considered. Some travel will be required. Travel expenses will be reimbursed. The contract will include an initial one-month probation period.

Location

Visit East Anglia is a virtual organisation therefore the post holder will be required to work from their own office. Post holder will require use of a laptop/PC with internet access. No equipment is provided.

Application and recruitment process

To apply for the post please email a covering letter and cv to Holly Loxam, holly@visiteastanglia.net. Please set out your interest in the job and please describe how you would approach delivering the role. Please detail your skills. The deadline for applications is **12 noon, 31st January 2019**.

We will invite a shortlist to interview. Interviews will be held on **11th February 2019, in Norwich**.

Please note that feedback will not be provided to those applicants who are not shortlisted for this post.

Referees

In naming referees in your application, you are requested to give only those who can immediately be approached and one of these must be your current employer, or a recent or current contractor. If not employed your most recent employer or previous contractor.

Interviews

First stage interviews will take place on February 11th in Norwich. Candidates who have not heard by this date should assume their application has been unsuccessful. Successful shortlisted candidates may be notified of their interview times by telephone and/or email.

Job description

Main duties and responsibilities:

- Working as part of the VEE team, specifically responsible for liaison with the LEP Culture Board Marketing Consortium and other cultural organisations and networks in Norfolk and Suffolk.
- Create a plan of headline events and turn into a thematic campaign calendar, working with VEE and LSE Marketing Consortium.
- Request and chase LSE organisations for website and campaign cultural content
- Work with VEE on creating wrap-around tourism content for campaigns
- Work with VEE on creating campaigns
- Attend meetings with Digital Advertising agency/freelancer
- Attend and report back to Marketing Consortium meetings

Person specification

Job Title: Culture Campaign Co-ordinator

	Essential	Desirable
Experience of working within the Arts & Culture sector	✓	
Experience managing complex projects with multiple partners, using diplomacy and persistence to make headway	✓	
Demonstrable passion for arts and culture in Norfolk and Suffolk, preferably with experience of working for an arts or heritage organisation and with an established network within the sector	✓	
Good understanding of tourism in Norfolk and Suffolk, preferably having worked with key tourism partners previously	✓	
Experience, track record and knowledge of targeted, digital advertising	✓	
Project management skills	✓	
Copywriting skills	✓	
Experience of working with Microsoft Office, Word, Excel and Outlook	✓	
Experience of working effectively in a team		✓
Experience of prioritising tasks to achieve objectives		✓
Experience of working in a B2B role		✓
Interpersonal skills and the ability to work sensitively with different people's needs	✓	
Good communication skills in English Language	✓	
Organisational skills	✓	
Attention to detail	✓	
Self-motivated to work independently without close supervision	✓	

Special Circumstances

Willingness to be flexible by undertaking additional duties and at times working in different locations.

Some travel to different locations in Norfolk and Suffolk, for meetings will be required.