

METROLAND CULTURES

BRIEF FOR MARCOMMS SUPPORT

(Fixed term freelance role for 12 months)

About Metroland Cultures

Founded in 2019, Metroland Cultures is an arts charity based in and serving the London Borough of Brent. Our vision is that Brent is known globally for its arts and culture, and its people and communities are recognised and celebrated for shaping it. Our mission is to build, share and support art and culture in Brent: supporting communities to amplify stories of Brent life, and working with artists to tell new stories.

Four principles underpin and inform our approach:

1. We start with Brent people and celebrate what's already here. Our work is grounded in the stories, needs and histories of people. We listen, learn and act with our community. A big part of Brent cultural life is people doing it for themselves. We find ways to support people who are doing this.
2. We connect artists with communities. We bring artists and grassroots organisations together, to hold conversations about what the borough needs, and use art to make it happen.
3. We stand for social justice. We make space for difficult conversations, and work towards dismantling inequality anywhere we find it including at Metroland. We want everyone to be able to access the culture we make.
4. We're on the side of the future. Brent has one of the youngest populations in London, so our work has to equip young people with the skills and confidence that they have the right to make art and culture.

Our intention is for our programme to sit at the intersection of art and community, testing and pioneering new approaches that centre partnerships, strategies and approaches for community and artist collaboration. We do this through music and visual arts: a bi-annual festival, a young people's programme and an artist development programme. At the heart of everything is a culture of learning, development and transparency with our constituencies.

Metroland Cultures has a small team to deliver our big ambitions and we are now looking for an experienced Marcomms specialist to join us from mid-November 2023.

Please visit our website at www.metrolandcultures.com to find out more about what we do.

About the role

You will be leading on the Marcomms Strategy for Metroland Cultures and leading up to the Brent Biennial (2025). This is a 12 month contract, starting in Nov/ Dec 2023 to support the organisation during a maternity leave. You will be working closely with the Director of Metroland, the Curator for the Brent Biennial 2025 and the remaining team to plan campaigns and support their delivery. You will liaise regularly with the Metroland Marketing and Communications Assistant, who you will support to deliver day-to-day comms activities.

Purpose of the role

To oversee the marketing and communications for Metroland Cultures and the Brent Biennial (2025), with an aim to raise the organisation's profile and increase engagement with key audiences.

Key responsibilities

1. To input into, and deliver, the Marcomms strategy for Metroland Cultures, including our flagship programme - the Brent Biennial 2025.
2. To manage the small Comms budget and plan appropriate campaigns (digital, print etc.) to promote Metroland's year-round programmes, from creative through to delivery.
3. Together with the Marketing and Communications Assistant, you will hold the strategic overview of Metroland's comms calendar.
4. To manage and support the Marketing and Communications Assistant on regular comms tasks such as creating digital content, managing social media channels, maintaining the website and sending out the newsletter.
5. To work with an external PR agency on the Brent Biennial 2025.
6. To be the custodian of Metroland Cultures' brand to ensure consistent messaging and voice across all channels.
7. Monitoring, analysis and reporting on performance using google analytics and social media statistics logged by the Marketing and Comms assistant.
8. To monitor the success of the early stages of the Brent Biennial campaign; reporting and discussing trends with the Director and Curator.

Person specification

- A Marketing and Communications professional with a minimum of three years' experience, including audience development.
- Experienced in managing digital campaigns in the arts with a good understanding of social media and content creation strategies, including having editorial oversight of digital channels.
- Strong strategic and organisational skills.
- Excellent communication skills, both written and verbal, as well as copywriting and editing.
- A team player with the ability to work on your own initiative, and able to prioritise competing demands in a dynamic environment.
Comfortable in a digital environment using Google Analytics, social media platforms, Mailchimp, Later.com, Adobe Creative Suite and Google Drive.

Budget and next steps

Our current budget for the 12 months is £12,000. It may be possible to increase this at a later stage. We expect the role to need approximately one day a week.

If you are interested, please contact Sarah Macnee for further details on sarah@metrolandcultures.com.