

# MARKETING & ENGAGEMENT COORDINATOR

## NEWBRIDGE MEMO

Job Description & Application

OCTOBER 2023

# MEMO



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regeneration trust  
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## MARKETING & ENGAGEMENT COORDINATOR

<b>LOCATION</b>	Based in Newbridge/ Hybrid working possible
<b>STATUS</b>	Fixed-Term 1 Year with aim to extend/Fulltime
<b>HOURS</b>	1.5 days per week
<b>WORK PATTERN</b>	Flexible
<b>SALARY</b>	£23,280 pro-rata (£6,984 actual)

### Background

Celyn Collieries Miners Institute & Memorial Hall (trading as Newbridge Memo Ltd) is a registered charity (Charity #: 1137112).

Based in Newbridge in the South Wales Valleys, Newbridge Memo is a historical miners' institute and working men's club, and now a multi-purpose heritage community arts centre. Housing a library, reading rooms, and one of the finest examples of an art deco cinema complemented by a ballroom and small theatre. It is home to several full-time tenants, including the Newbridge Library (Caerphilly County Council Libraries), Local MS Rhiannon Passmore's Constituency Office and NONaffArt, an art collective.

The Memo, given its' stunning 446 seat art deco theatre, ballroom and other public spaces, aspires to be a thriving arts/cultural organisation and the Board of Trustees and Team are looking for a person with the shared vision and drive to support this transformation as we lead up to the building's centenary in 2025. It is an opportunity in this post covid world, that nearly a century on from when it was built, for the Marketing & Engagement Coordinator to be instrumental in its' return to a central role in the life of the community and surrounding neighbourhoods.

This role has been made possible thanks to Coalfields Regeneration Trust

# MEMO

## Main Purpose of the Role

Newbridge Memo has a small but dedicated team which we are looking to strengthen with an exciting new part-time role within the venue. We are looking for an energetic and enthusiastic individual to join the team and help continue to build our links with the local community and promote the space, our events and programming.

Specifically, the Marketing & Engagement Coordinator will work closely with the Venue Director to gather and provide content and evidence of Newbridge Memo's work and impact (e.g case studies and research), communicate Newbridge Memo through various channels including – newsletters, social media, website, and events etc.

<b>Reports to</b>	CEO/Venue Director
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## Responsibilities

1. With the Venue Director and Community Engagement Manager develop and implement the communications and engagement activity plan to better share Newbridge Memo to all our stakeholders across all our channels.
2. Provide content by identifying stories across the Newbridge Memo network and develop cases studies to be used: - for media, social media and other channels.
3. Raise awareness of our work to key audiences on a daily basis, creating and promoting creative content
4. Review, develop and maintain a bank of resources, such as photos, case studies library and promotional videos and graphics from our activities and events
5. Develop and maintain a contact strategy for external stakeholders, including regular newsletters
6. Act as first point of contact for Newbridge Memo, including responding to email enquiries and redirect web enquiries to relevant people
7. Develop and manage other appropriate activities as defined by the Venue Director

## **Ideal Candidate:**

### **Essentials**

- Experience of working in marketing/communications/engagement to raise the profile of an organisation
- A strong ability to communicate with people from a broad range of class and cultural backgrounds.
- Good copy-writing and proofreading skills
- Experience of working with multichannel social media and engagement
- A self-starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure
- Experience of liaising and promoting opportunities to education settings
- Experience coordinating people
- Experience in managing budgets
- A demonstrable commitment to Safeguarding good practice and willing to have a DBS check
- A commitment to Equal Opportunities
- A passion for Newbridge Memo's vision and mission

### **Desirable**

- Experience of engagement in yet to reach communities
- Awareness or experience of working on arts-based projects
- Knowledge and experience of South Wales communities, ideally Newbridge & Blackwood
- Knowledge of Squarespace, Mailchimp, Canva
- Passion for arts and heritage
- First-hand experience of the impact that arts can have on individuals
- Welsh Language Skills

## **Why Work for the Memo?**

- 32 days leave per year including Bank Holidays (pro-rata for part-time staff)
- Opportunities for Complimentary Tickets for staff
- We're very supportive of our staff achieving a happy work-life balance with flexible working where possible
- Internal and external training opportunities
- Friendly and supportive team environment



## HOW TO APPLY

Applications should be made outlining what attracts you to this position and evidence of your ability to meet the criteria outlined in the Ideal Candidate section,

We are happy to accept the above in a variety of ways:

- Written Statement (no more than 2 sides of A4) or;
- Video (up to 3 minutes)

Along with the above, please attach an up-to-date CV and attach our Equal Opportunities Form.

Please email your application documents to:

[ally.gibson@newbridgememo.co.uk](mailto:ally.gibson@newbridgememo.co.uk)

or post to

Newbridge Memo Ltd c/o Ally Gibson, Venue Manager, Newbridge Memo, High Street, Newbridge, NP11 4FH

by **6pm on 6<sup>th</sup> November 2023**

**Closing Date 6pm on 6<sup>th</sup> November 2023**

**Interviews** will be conducted week commencing **6<sup>th</sup> November**

**Ideal start date: November 2023**

If you would like an informal chat about the role, or if you need the application in a different format, please contact Ally Gibson, Venue Manager, Newbridge Memo Ltd, [ally.gibson@newbridgememo.co.uk](mailto:ally.gibson@newbridgememo.co.uk) or call on 01495 366932.

# MEMO