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## **Marketing Officer (Temporary, short-term contract Opportunity) Job description and person specification**

Vision Mechanics, the company behind 'Big Man Walking', 'Giants in the Forest' and 'Embrace', are seeking a dynamic Marketing Officer to oversee the marketing, promotion and publicity for their new and exciting show Dragon Quest.

Dragon Quest will be taking place in Monikie Country Park, Angus in autumn, and will feature cutting edge technologies alongside traditional theatrical treats to wow family audiences and leave lasting impressions on those who attend! This is an ideal opportunity for a budding marketer to gain valuable experience working with a wide network of prominent partners and funders in Scotland.

The role will be based on two-to-three days per week for 14 weeks. Pay depending on experience & qualifications, this is a self employed position, the successful candidate will be registered self employed; liable for processing their own income tax and national insurance contributions.

To apply for this position, please send a CV and covering letter to [tom@visionmechanics.org](mailto:tom@visionmechanics.org).

### **Duties of the Marketing Officer**

- Preparing, planning and project managing the publication of all publicity material and brand promotion for the vision mechanics key product mix.
- Creating a marketing campaign and working with external partners to execute them
- Creating and developing new innovative ways to communicate the marketing message to new and diverse audiences
- Contribute to and work from the sales and marketing project plan
- Planning and project managing marketing events and evaluating their success
- Evaluating the effectiveness of marketing and promotional activities.
- Developing, analysing and presenting primary research activities.
- Supporting and working within the production and admin teams in the day to day operations of the company.
- Working within agreed timescales.

### **Person Requirements of the Role:**

- Previous experience and/or a degree in marketing or a related qualification
- Strong and confident communicator
- Excellent copywriting skills and experience
- Design skills including graphics and web design (not essential)

## Person Specification

Attribute/Skills	Essential	Desirable	Evidence
<b>Experience</b>	Experience of working professionally within an organisation.	Experience of working in a marketing role for an arts organisation  Experience of working in a sales setting.  Experience of working to deadlines and meeting targets.  Experience of communicating with the press .	CV/Application letter and interview  Relevant employment references
<b>Education: Qualification and Training</b>	Higher English, Maths  HNC/HND relevant qualification or relevant experience	Relevant Degree (bachelors or higher) Business, Marketing or similar.  Experience backed up with CPD and training	CV/application letter Relevant employment references  Proof of qualifications at Interview
<b>Knowledge and Expertise</b>	Knowledge of strategic and tactical marketing and communications  Experience of online, print and face to face marketing campaigns.  Knowledge/awareness and passion for the creative industries.	Expertise in a broad range of strategic and tactical marketing and communication tools.  Knowledge of Creative innovative approaches	Application  Interview.
<b>Teamwork and Co-operation</b>	Operates as an effective team member	Motivates others Cheerful manner	Interview
<b>Personal Attributes</b>	Demonstrates the ability to forge and maintain relationships Active listener Clear and confident Verbal communicator Able to influence others Ability and desire to develop new and exciting ideas	Good organisational and time management skills	Application and Interview

	Proficient written communication skills.		
<b>Special Conditions</b>	<p>Available to attend events and work flexibly, sometimes outside normal working hours.</p> <p>Has a passion for the arts/culture.</p> <p>Prepared to work long hours in order to 'get the show on the road'</p>	Holds a UK driving Licence	

Vision Mechanics is an equal opportunities employer.