



Social Media & Marketing Officer (£25k pro rata)

Northern Heartlands is looking for an enthusiastic person to join our small, busy team and help us spread the word about what we do. The role will be part-time in the first instance (0.6 FTE) but will hopefully increase - both in scope and hours - to a full-time role once funding is secured.

The ideal candidate will be willing to work Monday-Friday, 10:00 am - 3:00 pm with occasional evenings and weekends, although this could be negotiable for the right person. Our small office base is in the lovely market town of Barnard Castle in County Durham; we also support flexible working from home.

You will have experience of / be familiar with

- Preparing social media posts for Facebook, Twitter and Instagram and engaging with our social media community
- Basic website design (we use Wix)
- Excellent communication skills and a flair for writing succinct and brilliant copy, including press releases and mailshots
- Creating strong publicity images using Canva or equivalent
- A creative and original approach to marketing
- An understanding of the important role of marketing and communications in a small, multi-faceted creative arts organisation delivering a varied programme of place-based workshops and events
- An understanding of the potential impact of arts, creativity, culture and heritage particularly on rural and more deprived post-industrial communities

We are looking for someone prepared to 'go the extra mile' and be a supportive member of the Northern Heartlands' team. You will ideally be educated to degree level but there are no minimum academic qualifications for the role. If you think this could be you, please send us:

- A covering letter (no more than two sides of A4) telling us a bit about yourself and why you would be suitable for the role
- An up-to-date CV.

Please send these as attachments in an email to info@northernheartlands.org with Marketing Officer Application in the subject line.

Deadline for applications: midday, Monday 17 January 2022

Interviews: w/c 31 January 2022 (tbc)

www.northernheartlands.org

About Northern Heartlands

Originally a 3-year 'Great Place Scheme' funded by Arts Council England and The National Lottery Heritage Fund, Northern Heartlands is now an independent arts CIO (established November 2019). We continue to work across south and west County Durham with communities based in the deeply rural Durham Dales and some of the more deprived, post-industrial communities of the former Durham coalfield area. We believe in the power of creativity to bring about change - both for individuals and for whole communities. Our project-

based activity usually involves a mix of creative participatory workshops and events and over the past year we have developed a strong programme of activity with a mental health and wellbeing focus.

We also work strategically, hoping to influence non-arts sector organisations, and have developed partnerships with organisations as diverse as the Town & Country Planning Association, the North Pennines AONB Partnership, Tees, Esk & Wear Valleys NHS Foundation Trust as well as local community organisations, parish councils and the local authority. Stakeholders and funders include Arts Council England, The National Lottery Heritage Fund, County Durham Community Foundation, and the Paul Hamlyn Foundation. We are actively supporting Durham's bid for UK City of Culture 2025.