



Dundee Contemporary Arts

JOB DESCRIPTION

- Assist Head of Marketing in developing and implementing marketing and promotional strategies and plans to ensure the activities and policies of Dundee Contemporary Arts are effectively communicated to the widest possible public.
- Devise and deliver targeted marketing campaigns using appropriate methods which communicate DCA and its activities to the largest and widest possible audience.
- Deputise for the Head of Marketing whenever appropriate in delivering tactical aspects of the Marketing Strategy.
- To ensure the activities and policies of Dundee Contemporary Arts are appropriately, sensitively and effectively promoted to international, national and local media.
- To develop and implement media strategies and plans in seeking to achieve the above.
- Use public relations skills to support appropriate, individual giving schemes which best serve DCA and its individual supporters.

Key Responsibilities

1. Marketing

- Work with Head of Marketing in delivering DCA's Marketing Plan
- Source and commission design for DCA print and web based communications
- Write targeted, appropriate copy for e-bulletins, direct mail, print, web and advertising.
- Contribute to the continuing development and updating of DCA's website.
- Co-ordinate DCA Direct mail and email campaigns.
- Arrange and implement targeted distribution for DCA print.
- Represent DCA at various external events including tourism and networking events.
- Assist in all aspects of the Marketing Team, undertaking various tasks as required

2. Media Relations

- To devise and implement proactive creative ideas to generate media coverage for all areas of DCA and to create one-off opportunities for media attention
- To develop and maintain good relationships with the media, through regular press releases and advocacy.
- To maintain and regularly update Marketing contacts on the DCA Database
- To monitor the daily newspapers and online reporting, maintain DCA's cuttings file and circulation of press cuttings to DCA staff.
- To facilitate and supervise on site visits from broadcast media as required.
- To establish and maintain a press image archive.

- Maintain DCA's profile in Local, National and International listings.
- Devise, implement and record advertising campaigns for all DCA activities.
- Provide agreed level of support to Visual Research Centre (as agreed in SLA) .
- Liaise effectively and sensitively between DCA's programme staff, artists and the media in order to best represent DCA's exhibition in the media.

3. Internal communication

- Attend staff meetings including programme briefings wherever appropriate.
- Prepare written reports for Management Team and Board as required.
- Deputise for the Head of Marketing at internal meetings when necessary.

4. Public Relations – individual giving

While the Head of Marketing has overall responsibility for this area of activity, the Press and Marketing Officer is responsible for the day to day maintenance of the scheme.

- Contribute to the research and development of individual giving schemes for DCA.
- Manage and support DCA's day to day relationship with individual supporters.
- Be the named first point of contact for DCA supporters.
- Work across all departments to co-ordinate appropriate events and promotions for DCA individual supporters.
- Actively pursue opportunities to increase numbers of DCA individual supporters and, therefore, income generated by the schemes (with the support of Head of Marketing)
- Develop and implement systems for the monitoring and evaluation of the schemes to identify areas for growth and improvement.
- Liaise with Head of Marketing to ensure recording of income and expenditure associated with individual giving schemes.
- Prepare written reports for Management Team and Board as required.