



## Jupiter Artland

### Job Description

**Job title:** Marketing and Communications Manager  
**Reporting to:** Head of Events, Sales and Marketing  
**Deadline:** Wednesday 10<sup>th</sup> January 2024 (12pm)  
**Apply:** Send a CV and cover letter to Josh Young by email only:  
[josh@jupiterartland.org](mailto:josh@jupiterartland.org)

**Salary:** £28,000 - £32,000 dependent on experience

Jupiter Artland is a magical place where sculpture, nature and the visitor collide, where learning outdoors and events, festivals, workshops and tours are grounded in the landscape and world class contemporary art. Most importantly Jupiter is a foundation that not only provides free art activities and learning but also has created national programmes including Orbit and JUPITER+.

The Marketing and Communications Manager identifies press opportunities and develops content to be shared via social media, websites, newsletters, press releases and any other distribution channels. They will ensure messaging aligns with key business strategies and can deliver cross-channel marketing campaigns, contributing to Jupiter Artlands overall communications, sales and audience engagement objectives. As an arts organisation our social media and digital communications are a vital medium for communicating to audiences the unique nature of our offering.

The post-holder will devise and create engaging content for Jupiter Artlands social media channels, which have an exceptional following locally and internationally. A key part of the role is website management, ensuring content is fresh, attractive and that the e-commerce functionality of the website is maintained and continuously improved. The development and augmentation of the website will be a vital part of the role and liaising with developers etc. overseeing timing and budgets.

This post works across the full breadth of Jupiter's programme: Exhibitions, Festivals, Events, Visitor Services and Learning and reports to the Heads of Department.

### Key Responsibilities, Tasks, Duties:

- Accurately produce digital and marketing insights and to provide weekly analytical reports on website and social media, reporting audience growth and sales figures to Heads of Dept.
- Content Creation: Contribute creatively to the curation of online content, taking a lead on planning, layout, design and maintenance of Jupiter's websites, with support of Heads of Dept.

- To design engaging social media content, to engage in daily conversations on social media platforms, tracking conversion to sales and growing Jupiter's profile within the sector
- To proactively web-edit, ensuring the best possible user-journey for our online audiences up to point-of-purchase
- To lead on commissioning film, photography and other content for distribution online, increasing our network of freelance providers, effectively managing the editing process and achieving value for money, to manage the uploading, archiving and captioning of our film and photograph assets
- To build a year-round content calendar for Jupiter Artland's departments Art, Learning, Commercial and Festival, coordinating the production of marketing material and ensuring its delivery on-time and on-budget
- To produce on-site signage, artwork information and visitor information
- Press: To support external press freelancers on drafting copy, preparing images and caption sheets, as required
- To communicate with press, recruiting press opportunities with local and national journalists and press photographers
- To coordinate press trips and VIP visits
- To assist in coordination of significant Jupiter Artland events, such as exhibition openings, as required
- To liaise with influencers, and or content creators to oversee the creation of Jupiter Artland digital content from concept to implementation, increasing visitor numbers and sales revenue
- To assist in coordination of, and increase ticket sales for all commercial events for example Halloween, Jupiter Christmas Fair, Wild Dining and other seasonal activities
- To assist in increasing sales for Memberships, Shop, Artist House and Cafe.
- To assist in coordination of Jupiter Rising, the bi-annual music and art festival at Jupiter Artland, including press, marketing, tickets sales and website as part of the festival team
- To assist in coordination of JUPITER+, Jupiter's new off-site commissioning programme, a bold new art and creative learning programme taking place across Scotland
- To work with the Learning Team to design engaging learning resources
- To work with local cultural partners and tourism bodies on development of joint marketing initiatives that promote Jupiter as a key arts venue, learning foundation and tourist destination
- To plug into the cultural ecology of Edinburgh, and Scotland more broadly, coordinating with our key partners in Edinburgh Art Festival
- Undertake any other duties reasonably required by the Heads of Department

### **Person specification**

- Experience of web editing and online content management systems



- Experience using a range of different social media channels in a professional capacity
- Experience of Adobe Creative suite, including Indesign and Photoshop
- Excellent spoken and written English. Good eye for detail working with images and with texts.
- A flexible approach, with creative problem-solving skills.
- Willingness to learn and be an active member of the Jupiter Artland team, supporting colleagues on ad hoc tasks when required.
- Full driving licence

**Place of Work:**

Jupiter Artland, Bonnington House Steadings, EH27 8BY

**Contract Type:**

Permanent / Full Time role