

Website & Newsletter Coordinator



Location Primarily working from home but with regular attendance at meetings in Rochdale

Hours of work 1 day per week (0.2 FTE), spread across the week. This is a flexible role with no fixed hours, although it is anticipated that there will be 1-2 hours needed each day.

Accountable to General Manager

Accountable for N/A

Salary £225 per day

Contract Type

Freelance. 1-year fixed term until 31 March 2025 (possibility of contract extension until 31 October 2026)

Special conditions

This role will require regular in person meetings in Rochdale. We are seeking to appoint someone who is a resident of Rochdale Borough and who currently works or volunteers in the Creative Industries.

How to apply

Please email a CV with 2 page covering letter plus a completed equality and monitoring information form* to Kate Kyle – kate@soundroots.uk
Applications should be received by 9am on Monday 20th May with interviews expected on Friday 24th May 2024.

For an informal conversation about this role, please contact Tom Besford – tom@soundroots.uk

JOB DESCRIPTION

Background:

Rochdale has been awarded Cultural Development Funds by DCMS, which alongside mayor capital works, is aimed at strengthening the borough's local arts and cultural sector, providing opportunities to link existing organisations and freelancers with each other to open up new collaborations and attract more creatives to the region, by showcasing opportunities and support mechanisms.

As part of the funding, a Cultural Compact has been established, including local arts organisations, Rochdale Borough's Cultural Network (RBCN), Rochdale's Culture Coop (Creative People and Places organisation), our Local Cultural Education Partnership (LCEP), Rochdale Development Agency (RDA), Rochdale Borough Council, YourTrust and other organisations aiming to strengthen Rochdale's cultural sector and engagement. Over the past year, the Compact has worked with Better Agency to create a sector-wide brand, called Rochdale Creates, which will be launched this Spring.

The sector-focused website is due to be completed in June 2024, with the ability to link to other borough-wide sites to promote activity in the borough. The website will provide much needed infrastructure for the sector, to connect, share opportunities and events, as well as providing visibility to the creatives working and living in Rochdale, with a live directory of creatives and venues. A regular newsletter for the sector will provide additional information and opportunities for those working in the sector.

In May 2024 Sound Roots was awarded the contract to manage the new website and newsletter. Working with the Sound Roots team, the Website & Newsletter Coordinator will facilitate the daily administration of the website and newsletter.

1) Purpose and objectives of the role

Working with Sound Roots, this is an exciting opportunity to administer the brand-new Rochdale Creates Website and Newsletter.

The website is a dynamic resource which requires the administrator to react daily to new submissions and opportunities.

2) Duties and responsibilities

Alongside the Sound Roots team, work closely with the Compact and RDA's Culture & Placemaking, and Marketing teams to:

- Administer the website, including the review and approval of directory entries, events and opportunity listings (within 48hours of listing)
- Actively research opportunities for the cultural sector in Rochdale
- Collate monthly sector-facing newsletters with information from the website, and other relevant sources
- Where required, send ad hoc newsletters to promote time-sensitive opportunities to the sector
- Work with the Sound Roots team to commission blog posts as directed.
- Promote the website and newsletter via social media channels
- Share relevant information with the RDA's Social Media Assistant to share content via the Rochdale Creates social media channels
- Manage the website's CMS and CRM system effectively
- Collate data and analysis of engagement to form part of Sound Roots' evaluation and reporting requirements of the contract
- On occasion, participate in the Cultural Compact's Connect working circle, who oversee the brand, website and wider communications activities on behalf of the Compact.

3) Person Specification

Experience and knowledge

Essential

- Copywriting and proof-reading skills and ability to adapt tone of voice to clear brand guidelines
- Understanding of website management
- Experience of working with newsletter systems, such as Mailchimp or Mailerlite
- Knowledge of Rochdale's creative and cultural sector
- Capacity to commit time every day and react to opportunities at short notice

Desirable

- Understanding of GDPR regulations
- Experience of CRM / CSM management
- Experience in gathering data and evaluating the success of website engagement and newsletters, including but not limited to google analytics

Competencies and skills

Essential

- Exceptional digital literacy and understanding of online tools for audience development, including social media platforms
- Excellent oral and written communication and presentation skills
- Ability to build and maintain relationships with a wide range of people at all levels

- Able to work to deadlines and to work effectively under pressure and maintain good humour and diplomacy
- Able to work on own initiative and autonomously and to manage time effectively
- Extremely good attention to detail
- Excellent research and analytical skills and the ability to keep up to date with best practice in marketing, audience development and communications
- A proactive and delivery-focused approach to your work

Desirable

- A track record of learning new skills and keeping up to date with sector best practice

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Personal characteristics

Essential

- Calm, confident, approachable, friendly, versatile and flexible attitude to work
- Target-driven self-starter, tenacious and opportunistic
- Entrepreneurial nature
- Strong completer finisher
- Ability to work independently and remotely

Desirable

- Passionate and knowledgeable about the creative industries
- Passionate and knowledgeable about Rochdale Borough

Please note:

We are expecting to appoint a resident of Rochdale Borough and who either works or volunteers in the creative and cultural sector.