



Household Seeks Marketing Officer (Freelance)

Marketing Officer - (Freelance)

Fee: £6300

Working hours: freelance (approximately 10 hours per week)

Location of work: Remote (with occasional onsite work)

Duration of contract: 9 months (1 July 2021 - March 2022)

Closing date for expressions of interest: 13th June 2021

Interview date: 21st June 2021

About You

As a small, but ambitious arts organisation with a number of exciting projects launching in Summer 2021, Household is looking for an enthusiastic, organised and committed individual to work with us as a marketing officer in a freelance capacity.

You will work closely with the Co-Directors, project staff and artists to support our work by helping us to communicate what we do and expand our digital engagement with our audiences. We are looking for someone with a demonstrable knowledge of the arts sector in Northern Ireland and internationally, and a minimum of three years experience of managing online social media accounts for an arts related organisation. You will have demonstrable experience in developing successful marketing campaigns within the cultural sector and handling press enquiries, and have written promotional material for an arts related project for a range of audiences.

Ideally, you will have a proven ability to project manage arts events, some experience of selling products online, and have written about art. As an independent freelance contractor you are responsible for your own taxes, pension and National Insurance contributions.

About Us

Household is an art organisation that works with artists and communities to meaningfully respond to public places.

We collectively develop and produce art activities for and with communities of visual artists, writers, curators, residents and visitors in Belfast that take place across the city, often in unexpected spaces.

Household values the production of high-quality art, relationships with collaborators and partners, and working in ways that connect with and benefit people and place.

We are interested in telling untold stories, asking unspoken questions, and revealing hidden narratives through creative, engaging visual arts programming. We also organise events that encourage networking and support shared learning and creative and professional development.

About the Work

The following gives an indication of the work we would like you to do:

- Manage our social media and website accounts, creating dedicated marketing campaigns for each project.
- Identify and proactively pursue new opportunities to publicise and promote the work that Household does.
- Attend and document live events, capturing audience responses
- Assemble documentation and testimony as evidence to support our evaluation process.
- Create links to other organisations through social media and in person, building awareness of our organisation
- Help build new audiences for our work through online and other marketing channels
- Advocate for our way of working and for artists and the arts sector in Northern Ireland
- Assist with the planning and delivery of projects, when appropriate.

- Liaise with internal and external stakeholders and represent Household as required on project related matters, including attendance at meetings, community events, etc.
- Maintain positive working relationships with Household's partner organisations and artists.

To Apply

Please send us: a current C.V (maximum 2 A4 pages); and a statement (no more than 800 words) on what your skills and experience could bring to the organisation.

Please send expressions of interest as a single PDF to info@householdbelfast.co.uk

Deadline for submissions is 13th June 2021.

Interviews are scheduled to take place on 21st June

Please note that Household can only receive online expressions of interest and that late submissions cannot be acknowledged or accepted.