

## INSTITUTE OF CONTEMPORARY ARTS (ICA): JOB DESCRIPTION

Job Title:	Marketing & Content Creation Specialist
Reporting to:	Head of Marketing and Communications
Contract:	Permanent, full-time
Location:	London
Contract:	£30,000 per annum

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### PURPOSE OF JOB ROLE

An exciting opportunity for an experienced individual to lead on content creation and digital marketing strategy across the ICA.

With your understanding of each artist's audience you will work very closely with the Head of Communications and curators to create and manage tailor-made digital campaigns to retain, grow and continually engage the ICA community with an emphasis on creative, interactive ideas.

You will analyse data on a regular basis and make recommendations for continuous improvement across the ICA's artistic strands, whilst having the ability to create and or commission engaging content for use across social media. Experience with managing campaigns with artist teams is essential.

### Marketing

- Acquiring and growing audiences
- Creating newsletter send outs
- Develop and execute creative campaigns that seamlessly blend across all platforms
- Work with the graphic designer to help deliver content that centres the artist first, using engaging and conscious language
- Update Bloomberg Connects regularly

### Social Media

- Content generation for the entire ICA programme across social media channels
- Creating posts and social copy that includes accessibility features (image descriptions)
- Updating and maintaining social media profiles
- Monitoring campaign success and suggesting new strategies and trends to the team
- Creating/editing digital assets – stills, moving images — with the help of the Graphic Designer

## EXPERIENCE

- Minimum of 3 years' experience in digital marketing and content creation
- A genuinely creative person with proven digital content creation ability who is passionate about arts and culture
- A self-motivated team player with great organisational, communication skills, excellent attention to detail and the ability to multi-task
- Willingness to work flexibly and to cover events outside work hours when needed
- Campaign management proficiency
- Proficient in Photoshop/Adobe CC
- Ability to demonstrate an understanding of and commitment to the role that diversity and inclusion play in the activities of the ICA as a whole and in the work of this particular job

**Any other appropriate duties as required by the Director, and Head of Marketing and Communications**