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 Tŷ Newydd Writing Centre         Image © Pete Fowler / Literature Wales

# **Marketing & Promotion Executive**

**Permanent position, full-time (37 hours per week)**

To start as soon as possible **Salary:** £25,000 pro rata

**Location:** Our offices are in Llanystumdwy and Cardiff. The position is offered on a hybrid working model, however all requests for location flexibility will be considered.

Due to the nature of this role, the successful candidate will be expected to visit Tŷ Newydd (Llanystumdwy) on a regular basis.

**Closing date:** 5.00 pm, Monday 17 April 2023 **Interviews:** w/c 24 April 2023

## Our recruitment policy

At the heart of Literature Wales are its employees and we rely on them to effectively deliver the ambitions and priorities of the [Strategic Plan for 2022-25](https://www.literaturewales.org/strategic-plan-homepage/). We care about the health and well-being of our team and recognise the importance of sustaining a healthy, supportive, and inclusive culture, that is also reflective of the true nature of Wales’ rich and diverse communities.

Literature Wales aims to be an inclusive organisation committed to welcoming candidates from a wide range of backgrounds. We assess applications on the strength of potential, and we will take positive action by guaranteeing an interview to every applicant who meets the suitability requirements of the role and who identifies as under-represented within the literary sector. Our aim is to develop literature as an art form that is representative and accessible to everyone in Wales. We believe that we can best deliver that aim by creating a diverse workforce with varied lived experiences.

For more information, please see our [Equality, Inclusion, Diversity Plan for 2022-25](https://www.llenyddiaethcymru.org/wp-content/uploads/2022/10/21-Equality-Diversity-and-Inclusion-Action-Plan-June-2022-English.pdf). If you would like to apply for this role but are uncertain whether you have sufficient experience, please contact us for an informal chat.

Our recruitment framework has been developed as part of the [Weston Jerwood Creative Bursaries Programme](https://jerwoodarts.org/projects/weston-jerwood-creative-bursaries-2020-22/), which supports arts organisations to expand their approach to diverse recruitment and talent development.

## About us

[Literature Wales](http://www.literaturewales.org) is the national company for the development of literature. Our vision is a Wales where literature empowers, improves, and brightens lives. Our aim is to **inspire communities, develop writers,** and **celebrate Wales’ literary culture**. We work in partnership with a range of organisations across Wales and beyond to collectively achieve our ambitions for a more equal sector. Based on our understanding of the power of literature to improve and transform lives, our priorities are themes which feature in everything we deliver, they are, **Representation and Equality**, **Health and Well-being**, and the **Climate Emergency**.

We are a charity, and a member of the **Arts Council of Wales’ Arts Portfolio** and are one of eight **National Art Companies**. Literature Wales **works in Welsh, English and bilingually across Wales**. We have offices in **Llanystumdwy** and **Cardiff**.

We are a bilingual organisation where most of the staff speak Welsh, and we all have a positive attitude towards the Welsh language. The ability to speak Welsh is essential for this role. However, we provide support for colleagues to develop their Welsh language skills in their roles. Please enquire if you’d like further information on these development opportunities and on the level of fluency desired for this role.

We especially encourage applications from individuals who identify with one or more of the following statements to apply:

* I come from a Black, Asian or Minority ethnic background.
* I am disabled or suffer from long-term illness (mental or physical).
* I come from a low-income background.

Applicants who identify with one or more of these statements and meet the suitability requirements of the role will be guaranteed an interview for this position. You can tell us about your background and/or lived experiences in your application letter or video. We are passionate about addressing inequalities and under-representation in the arts and will prioritise lived experience above work experience.

## About the Role

This is an exciting and creative role where you will further develop the profile and reputation of Literature Wales, and increase our audiences and clients. The successful candidate will join Literature Wales’ communications team, each with their own specific responsibilities to help tell the story of our organisation.

You will be primarily responsible for increasing sales of Tŷ Newydd Writing Centre writing courses and Nant Writers' Retreat Cottage, and for promoting other Literature Wales opportunities, events and projects. You will also contribute towards increasing and developing audiences, ensuring that our services and opportunities reach even more people. In addition, you will also have administrative responsibilities, including maintaining a database of marketing contacts.

## The Marketing & Promotion Executive will:

* Create marketing plans according to the strategic aims of Literature Wales, mainly for Tŷ Newydd Writing Centre’s annual course programme, including Nant Writers’ Retreat Cottage, and events where we hope to attract audiences
* Create action plans for promoting opportunities, services, and projects where we hope to reach more people
* Carry out research into the literary community, creating and nurturing relationships with colleagues in other organisations, organisers of literary societies, arts campaigns throughout Wales, and much more
* Lead on direct marketing activities such as sending mass emails to individuals who have been involved in our activities in the past, partners, literary groups etc.
* Keep an overview of advertising activities, including budget administration, and report on the successes of those activities
* Create and share posters and leaflets (mostly digital)
* Organise, execute and analyse online marketing and promotional campaigns
* Develop and maintain an internal database of contacts for marketing and promotional purposes
* Create a monthly newsletter and content for the website
* Create content, and manage Tŷ Newydd's presence on social media
* Write, edit, translate and proofread copy and digital content in Welsh and English, such as news stories
* Undertake design tasks to promote activities and projects using Adobe Photoshop and/or Canva
* Support the Communications Lead and Tŷ Newydd Venue Manager with issues relating to the media and build relationships with the local press and media
* Evaluate and monitor audience experiences
* Any other duties required by the organisation.

## We’re looking for an individual who has:

* Experience in developing audiences, including but not limited to developing marketing lists
* Experience of marketing and sales, and of working towards financial targets
* The ability to think creatively
* Strong, sensitive and positive communication skills in both Welsh and English. This relates to written and verbal communication
* The ability to multi task and to effectively manage their time, be organised and be able to prioritise tasks
* Experience of copy writing and proofreading
* A keen interest in literature and in the power of the arts to positively contribute to social justice

Experience of the following is desired:

* Experience of managing organisational social media accounts, including Twitter, Facebook and Instagram
* Experience in designing within Microsoft Office and/or Photoshop and/or Canva programmes
* Experience of creating and editing videos for social media
* Experience of project management

Literature Wales will DBS check the successful candidate with a disclosure level appropriate to the role and reserves the right to terminate employment or rescind offers of employment.

**Reporting to:**

* Tŷ Newydd Venue Manager

We are a friendly and creative team who work closely together in Welsh, English and bilingually across Wales. We work in a hybrid model, and it is necessary to attend one of our offices regularly, but a large part of this role can be carried out while working from home. We will provide you with the necessary equipment including a leased laptop. If the expectation to attend the office prevents you from applying for any reason, please contact us by email to discuss your situation further.

## How to apply

1. Please **read** the above **job description and suitability list** carefully. Also, please read the **Literature Wales Strategic Plan for 2022-25** [**here**](https://www.literaturewales.org/strategic-plan-homepage/strategic-plan-main/) and take a look around [our website](https://www.literaturewales.org/).
2. Please **write an application letter\* or create a video application\*** to explain **why** you are interested in the role and how you are suitable for it (e.g., tell us about your experience and what interests you about specific elements of the role). Both formats are acceptable and of equal value.

\*Max. 2 pages of A4 or 5-minute video.

1. Send the following to post@literaturewales.org by **5.00 pm, Monday 17 April**
* Your application letter or video;
* Your **CV\*\* and the details of two referees** who know you in a professional context. We will only contact referees after an offer of employment has been accepted;
* A completed Literature Wales Equality and Diversity Form (available [here](https://www.literaturewales.org/wp-content/uploads/2019/06/Literature-Wales-Equality-and-Diversity-Form.docx)).

\*\* Max 2 pages of A4.

## What will happen next?

We will assess the applications and invite successful candidates to a digital interview during the week commencing **24 April 2023.** There will be three people on the interview panel representing the Literature Wales team.

Although this will be a formal interview, we will ensure that each candidate is comfortable with the interview process. If the interview process causes you any concern, please let us know in advance and we can arrange an informal meeting or chat over telephone or video call with Miriam Williams, Tŷ Newydd Venue Manager, before the interview.

Please feel free to contact us to discuss the role in advance, or to ask for more information. To speak with Miriam directly or to arrange a call back, please e-mail her at miriam@literaturewales.org.

We will contact all the candidates with the outcome of the interviews by 9 May 2023.

*Literature Wales is a registered charity that works with the support of the Arts Council of Wales and the Welsh Government.*