



## **BRIEF – Marketing and Communications Lead**

**Margate is home to an established and burgeoning creative community and has been identified as a key production hub within the Thames Estuary Production Corridor.**

While statistics show creative businesses have grown in the town, Margate has lost significant amounts of commercial spaces in the last 20 years. Coupled with rising rents for the remaining eligible spaces, this has created a lack of appropriate venues for the variety of artistic pursuits. Creative practitioners and businesses urgently need space to enable them to stabilise and see the sector grow in Margate.

Taking inspiration from other land trust models developed to provide affordable places to work and live, the Trust in Margate will ensure that its creative spaces and accompanying programming are inclusive. A central part of its mission is to support under-represented or disengaged communities to access opportunities within the creative industries, including mentoring, jobs, training and enterprise development.

The Trust was co-created with the community and local creative practitioners, and was established as an independent entity on behalf of the Margate Town Deal Board.

Substantial funding has been secured from Central Government through the Margate Town Deal, and the Margate Creative Land Trust was registered as an independent charity in April 2022. Its goal is to purchase physical space in Margate, provide affordable rents and deliver community programmes to support inclusive, sustainable practice in the creative industries in Margate and across the area of Thanet.

### **Vision**

A thriving, resilient and innovative creative sector that provides inclusive enterprise, employment and learning opportunities for people living and working in Margate and the surrounding areas.

## **Mission**

To establish a variety of accessible and inspiring creative spaces that provides benefit to the community, creative sector and local economy in perpetuity.

## **Aims**

- To protect, sustain and grow Margate's creative sector through improved security and sustainability, and by increasing the quantity of places for creative practice in the town
- To support the inclusive regeneration and economic growth of Margate and the district of Thanet
- To support the creation of new jobs and training opportunities within Margate's creative enterprises, and to address barriers to entry for Thanet's diverse communities
- To celebrate Margate's creatives and the achievements of the sector and, to support its growth and establishment as a regional creative hub
- To add value to existing market activity and to avoid displacement or crowding out of initiatives by others
- To support moves towards a zero carbon and environmentally sustainable economy through our investment decisions and operations
- To be a fair employer and promote equality, diversity and inclusion in all that we do
- To be evidence based in our investment decisions to meet the specific needs of Margate's creative community
- To be timely in our decision making and delivery
- To lead to enable the realisation of our vision
- To work in partnership and collaboration with others to achieve our mission

## **Values**

**Open & inclusive:** We are friendly, approachable, accessible and seek to work collaboratively and in partnership. We will design ways to ensure we meaningfully and regularly engage with the communities we serve

**Innovative:** We know we have to play the long game to have a lasting impact, but we are not afraid to test or pilot radical ideas in the short term. We are ambitious and we will disrupt the status quo to ensure more underrepresented groups benefit from creative sector opportunities

**Sustainable:** We are a commercially sound, environmentally and socially responsible organisation and we champion this within the sector.



**Requirement:** Marketing & Communications Lead

**Responsible to:** Executive Director

**Responsible for:** no staff responsibility

**Salary:** day rate tba, dependent on experience

**Term:** Rolling freelance contract, one month's notice

## **THE WORK**

Margate Creative Land Trust are looking for a confident, creative communicator to help us engage with audiences through the production of engaging content, delivered in an authentic voice. This work might suit a freelance marketing and communications professional or a small multidisciplinary creative agency.

You will be able to fine tune branding and identity, manage websites, produce well written press releases, brief or commission photos, generate content which drives engagement and growth, and keep us abreast of the latest developments in the marketing and communications environment.

## **Key Responsibilities**

- Help us streamline and refine our brand identity
- Update our website and monitor activity through analytics
- Lead on all social media and promote the work of the wider creative sector alongside our own activity
- Manage and improve our data capture, create quality newsletters
- Generate positive publicity about the work of the Trust
- Through our communications, raise awareness of, and inspire and encourage local people to engage with the Trust, including those who are not currently active participants in arts and culture

## **General Responsibilities**

- Maintain clear and detailed records of communications related outputs and produce reports/evaluations on activities as required
- Maintain an image library and directory of relevant marketing and press outlets/platforms
- Assist in the planning and organisation of meetings, conferences or events organised by the Trust
- Abide by all organisational principles and values, and work within a framework of equal opportunities, anti-discriminatory and anti-racist practice
- Be clear in your requirements and timescales in order to manage expectations and workloads

## **Rate**

TBA dependent on experience

## **Hours**

1-2 days a week. Hybrid working, working from home and/or our office in central Margate.

## **Equity, Diversity and Inclusion**

The Trust values diversity and must represent Margate and the wider area for the entrepreneurial, creative and diverse place that it is. We are committed to social justice and tackling under-represented people from a wide range of backgrounds, including those in our immediate vicinity. We want to be as inclusive as possible from the outset. We particularly encourage applications from those who are under-represented, including people facing socio-economic barriers, LGBTQ+ people, people from the Global Majority and people with disabilities. We are very keen to hear from people who have lived experience of, and / or a personal connection to, Margate and the surrounding area.

## **How to apply:**

To apply for this role please send your CV and an output of your choosing which demonstrates your understanding of our work, and your approach to marketing to a creative audience. This could be a social media post, an advertisement, a video or a short set of slides/pitch deck. Or something else entirely, surprise us! Please send to [info@margatecreativelandtrust.org](mailto:info@margatecreativelandtrust.org) and state in the subject line:

**Marketing & Comms** – First Name Last Name

When submitting your proposal, you will also be asked to provide personal information across several dimensions of diversity and inclusiveness. This information is kept entirely confidential and will not be used to evaluate your proposal. We collect this data to help us analyse our recruitment process holistically and implement actions that promote diversity and inclusiveness. While optional, we strongly encourage you to provide this information as it will hold us to account and contribute towards our goal of building a fairer working world. We ask you because it matters to us all.

### **Submission Timetable**

**Deadline for submissions:** Friday 16<sup>th</sup> February, 12pm

**Shortlisted proposals contacted:** Wednesday 21<sup>st</sup> February

**Informal interviews:** Wednesday 28<sup>th</sup>, Thursday 29<sup>th</sup> February, Friday 1<sup>st</sup> March

**Asylum and Immigration Act 1996:** To confirm your right to work in the UK, MCLT is required by law to see the original of at least one document from HM Government specified list.

<https://www.gov.uk/government/publications/right-to-work-checklist/employers-right-to-work-checklist-accessible-version>