



An **Lanntair**

JOB OPPORTUNITY

GRADUATE MARKETING COORDINATOR

APPLICATION PACK

Deadline: 9am, Monday 4th October 2021

CONTENTS

1. Introduction
2. About An Lanntair
3. About this role
4. Job description
5. Person specification
6. Employment details
7. How to apply



INTRODUCTION

We are recruiting for a Graduate Marketing Coordinator at An Lanntair. This exciting new post will be based in our busy, dynamic marketing team; supported and mentored by our Head of Marketing.

This application pack sets out some information about An Lanntair and this role, and provides a detailed job description and person specification, together with information about how to apply.

ABOUT AN LANNTAIR

An Lanntair is a multi-arts venue – at one and the same time a contemporary art gallery, a theatre, a cinema, a concert hall, a platform for poetry and literature, a studio – every space is stretched to showcase the Arts in multiple forms. Encompassing it all, we pride ourselves in presenting an inspirational programme that engages and illuminates our communities. Our work stretches across a national and international platform, yet our distinctiveness lies in being ‘of the place’, rooted in who we are, and the creativity of Gaelic and the Outer Hebrides takes centre stage. Our facility includes a multi-purpose auditorium, world-class gallery spaces, office space, shop, and café bar facilities. Our purpose-built home was one of the largest ever arts developments in the Highlands and Islands and is of key strategic importance nationally for the arts and culture of the Outer Hebrides.

Alongside our Arts programme, our Education and participation work are of great importance to the local community in the Outer Hebrides. An Lanntair has a reputation for engaging imaginatively and extensively through informal and formal education routes, and for working in partnership to connect and deliver opportunities with a wide diversity of people. Our programme takes place within An Lanntair arts centre, situated in Stornoway in the Outer Hebrides of Scotland, as well as working in partner venues and community spaces across the islands. Alongside Education, An Lanntair delivers an established programme of work which has become invaluable to the creative and artistic communities of the Outer Hebrides; including mentoring opportunities for new and emerging creative practitioners and entrepreneurs to receive the support they need to grow their practice, skills development, profile raising and businesses. This developmental practice is embedded in the culture of the organisation.

To find out more about our work, visit our website: <https://lanntair.com/>. A short showreel film of An Lanntair and our work is also available to view on our website and social media channels.

HOW HAS COVID-19 AFFECTED AN LANNTAIR?

As An Lanntair closed its doors to the public in March 2020, the future was far from clear. We certainly had no inkling at the time that we would be shut to the public for so long. However, we were fortunate, and able to access extensive support from a wide range of agencies to help us continue to survive and thrive through the challenging COVID times and beyond.

Quite quickly during the first lockdown, our team turned its attention to what we could do to continue engaging with our audiences and communities, despite our galleries, auditorium, and arts spaces being out of action. We created a host of digital opportunities, events and activities throughout this time, including online concerts, virtual exhibitions, digital festivals, and programmes of talks, workshops and clubs – more information can be found in the News section of our website, which hosts an extensive archive of news items related to our work over lockdown: <https://lanntair.com/news/>.

As we now look to the future, we are focusing hard on engaging with the arts, artists, and people here within our Outer Hebridean community. For example, we are placing a purposeful spotlight on supporting local artists through our Performing Arts programme, which began outside throughout spring and summer this year with weekly Forecourt Gigs and, now restrictions have eased, our indoor programme of events has restarted. Our Artist Support programme is busy offering mentoring and guidance to talented local creative practitioners looking to set up in business or develop their practice. And we are also currently undertaking a series of Artist Commission opportunities for local artists working across our island communities through the new national Creative Scotland Culture Collective initiative.

Digital has become a huge part of what we do, and when the pandemic hit last year, we had to learn fast. Our Between Islands Programme, Faclan 2020, Hogmanay 2021, and Hebridean Dark Skies 2021 events all took place online due to COVID restrictions, and we were thrilled with our audience response. We also turned our hands to producing virtual exhibitions and digital tours, supporting people to access our programme from their living rooms. There were many challenges, but lots of positives too, with hundreds of people attending these events and activities from all over the world. Continuously learning from this work, we recently appointed a new Digital Technician to transform and drive forward the quality of our digital and online content; as well as establish our new Youth Production Team 'Clàr' which, with the help of young people in our community, will soon create and produce regular digital broadcasts from An Lanntair. Although there have been many barriers to overcome, it is certainly true that COVID opened our eyes to what can be achieved through digital. We have some exciting plans coming up this year and next, both in the venue at An Lanntair and online.

ABOUT THIS ROLE

This Graduate position is a tremendously exciting opportunity for a recent graduate to develop their skills and experience in a vibrant arts centre environment. The role will suit a graduate from a marketing or communications discipline - someone with excellent interpersonal and communication skills, and a strong appreciation for, and understanding of, the Arts and Gaelic culture.

Each day in the role will be different from the next. You may be involved in working on research to inform audience development one day, then helping work with designers on a brochure and assist in writing and issuing press releases the next. You will contribute to devising our Audience Development Plan, updating our Box Office systems, website and social media, and collating data throughout our work. You will work across An Lanntair's teams, from Visual Arts to Performing Arts, Education to Film, Café/Bar to Shop, and Administration to Finance.

The role will suit someone who is not fazed by working to tight, sometimes very demanding deadlines; someone who can prioritise their workload effectively and keep a cool head under pressure.

In return, the role will offer an excellent opportunity for a recent graduate seeking to progress and develop their career as a marketing professional in a creative arts organisation. An Lanntair will offer training and development, and a creative, supportive, friendly working environment. There will be opportunities to get up close with An Lanntair's programme and artists, to experience new and diverse events and exhibitions, and to test and trial new ways of working. We are a diverse team of creative professionals, each bringing something new and different to the team – we celebrate and very much encourage contemporary, innovative approaches to marketing and communications, taking measured risks and being open to change and development of our systems and ways of working.

The following section sets out a detailed job description and person specification for the role.

JOB DESCRIPTION

Support An Lantair's Head of Marketing and Marketing Team with marketing and communication of An Lantair's exhibitions, events, and activities.

Assist to write and produce digital content for An Lantair's digital assets, including the website and other platforms.

Support An Lantair's e-communication and social media, including planning and producing content.

Support the administration of tickets and events through An Lantair's box office system.

Contribute to the development, planning and facilitation of market research and data capture.

Contribute to the review, development, and coordination of An Lantair's membership offer.

Contribute to the production of An Lantair's Audience Development and Marketing Plans.

Ensure that all duties and responsibilities are performed in a safe manner so that no risk to health and safety arises to yourself, any other employee, or member of the public.

Comply with Equal Opportunity Policy / Legislation.

Keep under review your own development needs, and work with your line manager on devising and implementing your own training plan.

This job description is not intended to be prescriptive or exhaustive.



PERSON SPECIFICATION

Essential

- Degree in a relevant discipline – must have graduated in the last four years.
- Understanding and appreciation for the arts and the role of arts and culture within communities.
- Knowledge and appreciation of Gaelic language and culture.
- Understanding of audience development tools and techniques.
- Knowledge of digital marketing techniques and methods.
- Knowledge of brand management.
- Excellent communication/interpersonal skills, both written and verbal.
- Excellent IT and digital skills.
- Ability to prioritise and work to deadlines.
- Excellent team working skills.

Desirable

- Gaelic (written and spoken).
- Marketing and communications experience.
- Knowledge and understanding of the key marketing challenges faced by an arts organisation.

This role is supported by funding from Highlands and Islands Enterprise.



EMPLOYMENT DETAILS

JOB TITLE: Graduate Marketing Coordinator

SALARY: £20,000 plus company pension

CONTRACT: 12 month temporary contract

HOURS OF WORK: Fulltime, 35 hours per week

LOCATION: An Lanntair, Stornoway

LINE MANAGER: Head of Marketing

HOLIDAYS: 36 days inclusive of eight public holidays

HOW TO APPLY

The job description and person specification for this role are listed above. Applicants are invited to review these carefully and submit a detailed letter of application, setting out the ways in which they meet the criteria in the person specification, together with their Curriculum Vitae, by post or email to:

Eilidh Whiteford

An Lanntair, Kenneth Street, Stornoway, HSI 2DS

eilidh@anlanntair.com

Should any applicant wish to ask any questions or discuss anything prior to submitting their application, they should feel free to contact Eilidh by email: eilidh@anlanntair.com.

The deadline for applications is 9am, Monday 4th October 2021.

An **Lanntair**

EALAN
ART

CEÓL
MUSIC

BÚTH
SHOP

TAIGH-CLUICHE
THEATRE

CAFAIDH/BAR
CAFÉ/BAR

FILMICHEAN
FILMS

