



**Communications and Marketing Officer**  
**£24.5k per annum**  
**37.5 hours per week**  
**12-month contract (initial) / Starting 1/4/24**

TAPE Community Music and Film, wants to connect with new audiences and engage our existing community through compelling and accessible social media and marketing initiatives. We're seeking a Communications and Marketing Officer to help us better connect to our audience and to oversee our social communications for the charity. They will develop and implement informed content strategies tailored to the strengths of various social media platforms to increase people's awareness of TAPE, to promote opportunities for TAPE and our network. In doing so, the Communications and Marketing Officer will support the charity in delivering on the main aims of its 2030 Creative Inclusion Plan.

TAPE is committed to developing a diverse workforce that is representative of the wide range of values, differences, and identities of the people that the charity supports. We welcome applications from anyone who feels they can fulfil the job description. If you require any adjustments to make the recruitment process more accessible, please let us know:

[info@tapemusicandfilm.co.uk](mailto:info@tapemusicandfilm.co.uk) / 01492 512109

**About TAPE:**

TAPE supports people to overcome barriers to creativity. The charity has been offering a broad range of creative opportunities for groups and individuals in inclusive, safe and supportive environments since 2008. Our team and facilities (in-house and outreach) support hands-on experiences and opportunities in filmmaking, audio production, music, photography, VR, design, creative writing, podcasting and much more. The TAPE timetable includes weekly workshop sessions such as the Backstage Youth Club, TAPE Writers, Ghostbuskers and Animation Club, as well as events, cinema screenings, BFI Academy, bespoke projects, training, accreditation and much more.

Through our unique approach to creative inclusion, we have positioned ourselves as a leading organisation for access and inclusion in the creative industries. Our blend of person-led co-creation has enabled us to grow in influence and impact over the last ten years, including pioneering, globally recognised work with the BFI Film Academy and Final Draft, and 2 community created feature films, all delivered as supported opportunities here in North Wales.

We are looking to ensure that we bring everyone along on the journey with us as we move into our 16<sup>th</sup> year and begin work on our 3<sup>rd</sup> feature in line with our new Creative Inclusion Plan 2030 and we have identified communications and marketing as an area that we need to develop. We are therefore looking to recruit a Communications and Marketing Officer, kindly funded through the CCBC Shared Prosperity, Levelling up Fund.

To find out more about TAPE: [www.tapemusicandfilm.co.uk](http://www.tapemusicandfilm.co.uk)

**Objectives of this role**

- Increase community engagement with high-quality social initiatives
- Support access needs and considerations in the development of content
- Support and promote a more cohesive community arts and wellbeing

- Acquire new social media followers and links
- Ensure that funders promotional requirements are met
- Work with the TAPE Community to develop content
- Identify new opportunities
- Using TAPE's database to link people with opportunities
- Use social media monitoring tools and social impact assessment data to support the direction of marketing and social media campaigns

### **Responsibilities**

- Use social media tools to craft and release content to our social channels
- Develop social media campaigns in collaboration with the Creative Inclusion team
- Support the implementation and promotion of the Creative Inclusion 2030 plan
- Ensure that communications are accessible and inclusive
- Analyse the company's social media and marketing strategy and make frequent suggestions for developing and improving this
- Link in with relevant partners to help promote the charity's aims and objectives
- Establish key performance indicators and use them to help inform and develop a successful social media and marketing strategy

### **Skills and qualifications**

- Experience of working in community settings
- Extensive knowledge of a variety of current social media platforms
- Excellent problem-solving skills
- Knowledge and understanding of accessibility and inclusive practice (desirable)
- Strong multitasking capabilities under pressure
- Clear, confident communication abilities
- Effective time-management skills
- Welsh language (desirable)

### **Preferred qualifications / experience**

- Experience leading or developing a brand's social media initiatives
- Good understanding of how to craft effective social media strategies
- Fundraising experience
- Knowledge of SEO and online audience development
- Experience of Adobe Creative Suite
- Strong familiarity with computers, email clients, and project management software
- Experience with social media tools
- Capable with database query languages such as SQL

For more information contact Neil Dunsire: [neil@tapemusicandfilm.co.uk](mailto:neil@tapemusicandfilm.co.uk) / 01492 512109

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