



## **Accessible Arts & Media**

### **Marketing & Community Fundraising Coordinator**

#### **Information Pack**

## **1 Introduction to Accessible Arts & Media**

Thanks very much for your interest in working for Accessible Arts & Media!

We're a small charity, based in Chapelfields, York. We've been delivering fun, inclusive creative learning and wellbeing projects in and around York since 1982.

Our work's built around the belief that everyone can learn, everyone can be creative, and everyone can play a part in their local community. They just need the right support, and that's where we come in. We've got a vision for a more inclusive society, where everyone gets the chance to shine, and we're helping to make that happen in York.

Our projects include specialist creative sensory activities for people with complex disabilities, dementia and mental ill health; training programmes where learning-disabled adults and young people learn how to be workshop leaders; singing and signing choirs; accessible music-making groups; and creative media programmes that help people tell their stories

The people who take part in our sessions often face difficulty with everyday activities and can end up feeling isolated and cut off. Taking part in our projects helps them:

- explore and connect with the world around them, in a safe, supportive, fun environment;
- learn new skills that they can transfer to other parts of their lives, including education, training and employment;
- connect with other people, making new friends along the way;
- grow the confidence to have more of a say in the things that matter to them;
- build emotional resilience;
- contribute to their local community through workshops, performances and film commissions;

- feel happy, connected, confident and valued, all of which can have a profound impact on wellbeing.

We use a person-centred approach. That means that all activities are tailored to the individual, supporting everyone to take part in the way that suits them best. We level the playing field by providing everyone with the support and space they need to have an equal say. And we make sure everyone has a lot of fun along the way!

We're a small charity with a big heart, and an even bigger personality. And we make a big difference. In a 'normal' year, we directly engage over 500 people as core and outreach participants and deliver over 900 creative sessions. Over the last year, our new online sessions have been viewed over 30,000 times, 540 of our free resource packs have been downloaded for use in schools, homes and community groups across the country, and we've directly supported our 128 core participants with over 1,350 individual interactions.

As we emerge from the Covid-19 pandemic, our projects and activities are more essential than ever. We know, from talking to the people who take part in our projects, that the past year has had a big impact on them. We've got an important role to play in supporting their wellbeing as they rebuild their confidence. So you'll be joining the team at a really important time.

If you'd like to take the next step in your marketing or charity career with a small charity where you can make a big difference then we'd love to hear from you!



*Young people in our IMPs (Inclusive Music Projects) group*

## **2 Working for Accessible Arts & Media**

We think AAM's a great place to work, but don't just take our word for it. Here's what someone who nominated us for a National Diversity Award had to say: *Accessible Arts & Media are an incredible organisation! Nothing is ever too difficult or too much trouble. Everyone is made to feel welcome and encouraged to share their skills with others, who might not yet know they have skills yet. They are masters at making people feel good about themselves and living every moment to the full. People blossom at AAM and everyone has huge amounts of fun doing it!*

These are some of the reasons we all think AAM's a great place to work...

We're a small, close-knit team and we're all passionate about the work we do. Supporting the people who take part in our projects to get creative, make new friends, learn new skills and achieve their goals is what gets us all out of bed in the morning.

We work hard but we make sure we have a lot of fun while we're at it. Our project sessions and our events are full of laughter and that spills over into the office.

We create opportunities for people from different groups and backgrounds to come together to share and showcase their skills, creativity, passion and personalities. They show us, time and again, that we can achieve incredible things when we work together!



Members of our Hands & Voices Choir

We're not a campaigning organisation but we've brought inclusion and diversity to the forefront in York for more than 30 years. We're experts in creating a caring environment where everyone's supported to take part in the way that suits them best. It's a space where you can be yourself. And it's a space where people develop the confidence to realise that they have a voice.

And one of our volunteers had this to say: *I have volunteered with Accessible Arts and Media for over 3 years now and the people I have met through the charity have really made an impact on my life for the better. They are such positive workers and very understanding of people's needs and each other's. I have gained lifelong skills in communication, and it's given me a lot of reward from being part of the team. I recommend them to anyone wanting to gain skills and be part of great ongoing projects in York.*

### **3 The Role – Marketing & Community Fundraising Coordinator**

We're looking for a dynamic communicator who's passionate about making a difference and who loves bringing new ideas to the table.

You'll play a key role in promoting AAM's projects and events and telling people about the impact of our work and the difference we make. And you'll help us secure vital funds by coordinating our community fundraising programme, supporting people to fundraise on our behalf and planning fundraising events.

No two days will be the same. One day you might be designing a publicity campaign to launch our new range of creative learning resources, the next you might find yourself working with our project team to plan a fundraising gig.

#### **3.1 Job Specification**

**Responsible to:** Creative Director

**Responsible for:** Fundraising volunteers

## **Working Relationships:**

- AAM's freelance Development Manager
- AAM staff team and freelance artists
- AAM volunteers
- Participants in AAM's projects and their families and supporters
- AAM fundraisers and donors
- AAM partners and other stakeholders

**Purpose of Job:** To coordinate AAM's communications activities: promoting AAM's projects and events and letting people know about the difference we make. To coordinate AAM's community fundraising activities: encouraging and supporting people to fundraise on AAM's behalf, planning fundraising events and campaigns and keeping in touch with our existing donors and fundraisers.

## **Key Communications Tasks:**

- **Social Media:**
  - Lead on social media content planning, creation and programming.
  - Create content that connects with and engages audiences, starts conversations and develops relationships.
  - Increase AAM's reach, profile and engagements across platforms including Facebook, Instagram, Twitter, YouTube and Vimeo.
  - Work with the AAM Team to make sure any questions on AAM's social channels are answered.
  - Work with AAM project team to create content that demonstrates the impact of AAM's work e.g. videos/photos from AAM project sessions.
  - Maintain up-to-date knowledge of social media platform developments.
  - Monitor and record social media data (audiences, reach, engagements etc) and produce reports as required.
- **Other External Communications:**
  - Update the AAM website with news articles, project and event information, fundraising information and learning resources.
  - Work with AAM project staff (and freelancers, as required) to create promotional materials for AAM projects e.g. flyers, posters, videos, online listings.
  - Liaise with AAM's web developers as required.
  - Work with AAM project staff to create and distribute project newsletters.
  - Work with AAM's Development Manager to create and distribute organisational newsletters.

- Write blog posts and articles for external sites e.g. project partners/funders.
- Maintain AAM's project, event and resources listings on external listing sites.
- Support press activity by writing and distributing press releases, responding to enquiries, setting up interviews and building relationships with relevant media contacts.
- Monitor and record website data (visitors, sessions, resource downloads etc) and produce reports as required.
- Monitor the [marketing@aamedia.org.uk](mailto:marketing@aamedia.org.uk) inbox, responding to enquiries and/or forwarding to colleagues.

### **Key Community Fundraising Tasks:**

- Maintain and develop positive relationships with AAM's donors and fundraisers: thanking them for their support and updating them on the difference their support makes.
- Use social media and other external communications to promote the fact that AAM's a charity and encourage people to donate to or fundraise on behalf of AAM.
- Design and deliver fundraising campaigns.
- Support AAM's fundraisers, providing them with fundraising ideas and merchandise and promoting their fundraising across AAM's social media and other external communications.
- Lead on the planning and delivery of AAM's own fundraising events and participation in external fundraising events.
- Update Donorfy, AAM's fundraising CRM (Customer Relationship Management) system with donation, donor, campaign and fundraising data.
- Maintain AAM's profiles on external fundraising sites (e.g. JustGiving, EasyFundraising).
- Monitor the [hello@aamedia.org.uk](mailto:hello@aamedia.org.uk) inbox, responding to enquiries and/or forwarding to colleagues.

### **Other Tasks:**

- You may be asked to carry out other duties in addition to those included above, as reasonably requested by the Creative Director.

### **General Responsibilities & Duties:**

- Contribute at all times to an inclusive, positive atmosphere, reflecting the values and aims of AAM.
- Work at all times in an organised and efficient manner, managing your time effectively.
- Communicate effectively with AAM staff and external stakeholders.

- Work alongside your line manager to agree your own continuing professional development plan and work towards achieving agreed targets.
- Adhere at all times to AAM's Safeguarding, Health & Safety, Equality & Diversity and Data Management policies and comply with all statutory requirements including DBS.
- Attend regular staff meetings and meetings with customers / clients as required.

#### **4 Person Specification – About You**

##### **Essential:**

The following are the skills, qualities and experience we definitely want our new Marketing & Community Fundraising Coordinator to have.

- You should be a confident communicator – this role's about building relationships so it's important that you enjoy and feel confident talking to a range of people.
- Excellent written communication skills, with the ability to adapt tone and style to different platforms/audiences and willingness to learn about inclusive/accessible communication.
- Marketing/promotional copywriting experience.
- Experience of using social media to promote a business, charity, club/society, event or community group and a willingness to keep on top of new social media developments.
- Basic photo/video editing skills i.e. you can edit a photo or create a social media story on your phone.
- Someone who enjoys working on a variety of tasks simultaneously and can successfully manage their own workload.
- Experience of working to deadlines.
- Experience of working successfully as part of a team.
- Confident using Microsoft Office 365 apps including Word, Excel and PowerPoint.

##### **Desirable:**

The following would also be an advantage (but they're not essential and we can provide training and support).

- Experience of using social media analytics tools and Google Analytics.
- Experience of using Mailchimp or another email marketing software platform.
- Press/media liaison experience.
- Fundraising experience.
- Graphic design experience.

- Experience of using Adobe Creative Cloud applications (InDesign, PhotoShop, Premiere Pro).
- Event planning experience.
- Experience of communicating with people with learning or communication difficulties or sensory impairments.
- As this role will involve attending fundraising and other events, it would be useful if you have a full and clean driving licence and access to a vehicle.

## 5 Terms and Conditions

**Salary:** £20,000 pro rata

**Hours:** 22.5 hours per week. Working hours will usually be during office hours of Monday – Friday 9am – 5:30pm. Please note that this role will occasionally involve evening or weekend working.

**Employment type:** Permanent

**Place of work:** You'll primarily work in the AAM office in York, with some remote working and some local travel to attend projects and events.

**Training:** We offer opportunities to participate in external and internal training and access professional development opportunities.

**Annual Leave:** 25 days, some of which must be taken between Christmas and New Year. Bank Holidays are in addition to this.

**Pension:** Our pension scheme is provided by the People's Pension. Employee contribution is 3%, with an additional 5% employer's contribution from AAM.

**Probation Period:** 6 months, with a 3-month review.

**Notice Period:** 1 month

## 6 How to Apply

You can apply by:

1. Submitting a CV and a supporting statement of up to 500 words, telling us why you'd be great for this role.

*Or*

2. Completing our Person Specification table – this gives you the chance to share your relevant skills and experience in relation to each part of the Person Specification.

Once you've completed your application, please email it, along with a covering email and contact details for two referees, to [marketing@aamedia.org.uk](mailto:marketing@aamedia.org.uk)

If you've got any questions about the role or the application process, please contact Rose Kent, Creative Director, at [rose.kent@aamedia.org.uk](mailto:rose.kent@aamedia.org.uk) or on 01904 626965.

The closing date for applications is **5pm on Monday 16<sup>th</sup> August.**

## **7 Interviews**

We'll interview shortlisted candidates on Thursday 26<sup>th</sup> August.

Interviews will be held at the Accessible Arts & Media office in York, with the option to have an interview on Zoom if you're unable to attend in person.