

Mimosa House

JOB VACANCY: Marketing Manager (freelance)

Mimosa House is a non-profit gallery in central London focusing on the work of international female and queer artists. We opened in September 2017 and are now at an exciting new phase after a very successful first year of programming.

To further develop our audiences we are looking for a freelance marketing manager to devise and implement a marketing strategy for our upcoming programme.

The role will be paid at a rate of £120 per day for 15 days between September 2018 – February 2019 (dates to be agreed upon after accepting role), with the possibility for extension

You will be working in a small team alongside the founder/curator, gallery manager and intern.

ROLE OUTLINE

- Produce a comprehensive marketing and communications plan for 2018/19
- Research and identify strategies to target key audiences
- Target relevant press and publications to promote the programme online and in print
- Advise rest of the team about best PR and communications practices
- Provide guidance and support with mailchimp, social media and photoshop/indesign for designing communications

PERSON SPECIFICATION

ESSENTIAL

- Demonstrable experience developing and implementing marketing and communications strategy for a non-profit arts organisation or similar
- Experience of undertaking data and statistical analysis to evaluate the effectiveness of marketing activity and produce reports including campaign evaluations
- Skilled at using mail chimp for email campaigns and contact management with knowledge of advanced functions
- Knowledge of advanced social media features

DESRABLE:

- Experience and knowledge of working in a small scale arts organisation
- Experience using Adobe InDesign and photoshop to design visual communications
- PR and press contacts relevant to contemporary visual art

To apply, please email a CV and cover letter to info@mimosahouse.co.uk with 'Marketing Manager Application' as the subject line.

Deadline for applications: midnight 24th September

We especially welcome female and non binary and BAME applicants.