

Job Application Pack:

Marketing and Development Officer (part-time)

The Literary Consultancy

Located in the heart of Clerkenwell, London, [The Literary Consultancy \(TLC\)](#) is based at the vibrant [Free Word Centre](#). Co-founded by Rebecca Swift and Hannah Griffiths in 1996, TLC was the first editorial consultancy in the UK. We offer manuscript assessment and online mentoring to people writing at all levels, in English, from anywhere in the world. TLC also runs an annual Literary Conference, as well as other literary events at Free Word Centre, and continues to develop new ideas to meet the needs of writers and readers in the digital age. TLC's current Director is Aki Schilz.

TLC is a National Portfolio Organisation of Arts Council England and provides a quota of free manuscript assessments annually through seventeen regional literature bodies via the [Free Reads Scheme](#) and [Quality Writing for All Campaign](#).

The newly created role of Marketing and Development Officer is critical to TLC's business at a period of growth in the company's history. It presents an exciting opportunity to join an environment at the cutting edge of thinking around contemporary publishing and ethical author services. We are seeking someone who will be committed to helping TLC grow as we continue to support new, emerging and established writers, and literary values in UK literature.

JOB DESCRIPTION

Job Title: Marketing & Development Officer (part time)

Reports to: Director

Purpose of Role: *To support the development, implementation and evaluation of TLC's marketing and development (audience development and fundraising) strategies to meet the needs of the business.*

Key Responsibilities

Marketing (approximately 60% of the time)

- Working with the Director to build a long term marketing plan in line with TLC's positioning in the market and to meet the strategic aims of TLC
- Posting regular updates across TLC's social media platforms and measuring growth and reach through analytics
- Creating, writing and proofreading publicity and marketing copy including TLC's monthly newsletter
- Undertaking marketing research and forming relationships with new marketing contacts (social media swaps/newsletter swaps/service promotions)
- Managing the advertisement schedule, including liaising with external designer about advertisements, proofreading all marketing copy and maintaining accurate records pertaining to analytics and relevant data capture
- Liaising with the Editorial Services Officer on a monthly basis to discuss and analyse web/social media analytics
- Liaising with the Director on a quarterly basis to manage the brand profile of TLC and increase reach across and outside current networks

Development (approximately 40%)

- Assess current evaluative audience/client data capture processes, and develop strategies for longitudinal audience data capture to measure the ongoing quality and impact of TLC's work
- Support the TLC Director's strategic partnership work, forming new relationships with potential sponsors, partners and associates including for TLC's event programming
- Support TLC's commitment to Arts Council England match-funding of its Quality Writing for All Campaign with relevant fundraising duties including research, bid writing and sponsor liaison
- Maintain accurate records pertaining to audience data collection, analysis and evaluation, sponsorship, and fundraising

ACE Support (throughout)

- Relevant marketing and development administration across our Arts Council-funded Free Read bursary scheme and TLC's Quality for All Campaign
- Providing reports as required for funders, the Board and managers
- Keeping accurate records and maintaining filing systems pertaining to the role
- Undertaking any other duty or responsibility that may reasonably be requested by the Director, a colleague or the Board

It is a requirement that all staff work in a flexible manner compatible with their job and in line with the objectives of TLC. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of TLC. The allocation of time may vary according to priorities and organisational requirements.

Person Specification

Skills and Qualifications

Essential:

- Proven experience working in marketing and/or development in an arts environment;
- Practical knowledge of using social media and data analytics for marketing purposes;
- Minimum intermediate proficiency in all Office software;
- An active interest in the publishing, self-publishing, literature development and related industries;
- An excellent eye for copy-editing and proofreading with proven attention to detail
- The ability to write clear and effective marketing copy to tight deadlines ;
- Excellent communication skills (verbal and written) with the ability to write creatively

- Must be reliable and committed to TLC for the duration of the contract.
- The ability to manage projects and meet deadlines

Desirable:

- Experience of liaising with funders and writing fundraising bids
- Knowledge of InDesign.
- Knowledge of the literary environment in which we work

TLC may provide training for some aspects of the job as necessary

Key terms of employment

Length of contract: 12 months with the opportunity for ongoing employment subject to funding.

Salary: up to £26,000 pa on a pro rata basis

Holidays: 22 days per year plus bank holidays pro rata

Location: London office (Clerkenwell)

Hours: 3 days a week (22.5 hours). We can be flexible on the days worked subject to operational requirements.

Pension at employer's minimum contribution of 2%

How to apply

To apply, please send the following as attachments to TLC Director Aki Schilz at aki@literaryconsultancy.co.uk using the subject header 'Marketing and Development Officer Application':

1. A letter of application telling us what attracts you to the role and how you meet the criteria in the person specification.
2. An up to date CV
3. It would be helpful, but it is not compulsory, to include a completed [Equal Opportunities Monitoring Form](#)

Deadline for applications: midday on Monday 4th December

Interviews: 13th and 14th December at Free Word Centre, 60 Farringdon Road, London EC1R 3GA.

Applicants must be able to start work as close to 2nd January as possible.

EQUAL OPPORTUNITIES:

We particularly welcome applications from black and minority ethnic candidates, as they are under-represented within the literature sector. We do not discriminate on grounds of age, disability, gender, gender reassignment, marital status, maternity and pregnancy, race, religion, class and sexual orientation. The Literary Consultancy is an equal opportunities employer.

We would be grateful if you could complete the attached equal opportunities form and return it with your application. The form will be removed prior to shortlisting.