

Job Title: Marketing Manager

Company: 64 Million Artists

Type: Permanent, 3 days a week

Annual Salary: £33,000 p/a pro rata - because we work a 4 day week as a company, the salary for 3 days per week will be £24,750 (paid in monthly installments on the 19th of the month)

Reports to: CEO

Workplace: 1 day per week in Impact Hub Islington, 27 Dingley Place, London, EC1V 8BR. The rest can be done remotely.

Working from home allowance: £100 per month

Holiday: 25 days pro rata plus birthday and christmas closures

Closing date: Monday 20th December 12pm

Interviews: Early January 2022



### The Role

This is a new role for 64 Million Artists as we aim to grow our own practice, broaden and deepen our participant reach and raise our profile outside of the cultural sector. The Marketing Manager will be part of the central team, working on different aspects of our work. The role will be built around the applicant but the two key goals are to help us raise the profile of our work with more and different people, and to help us more smartly communicate our mission and work to potential clients and commissioners. We are aiming to build a CRM that helps us better understand and manage who we work with, and over the next 1-2 years are planning the build of a new website that better reflects the needs of our company and our community.

The role is likely to be a mix of strategic thinking and hands-on development of systems, processes and products that improve the marketing of 64 Million Artists overall. To date, we've managed to grow our audiences and business organically and we are excited about the potential when we put energy and focus into it more deliberately! The new Marketing Manager will work closely with the Communities Coordinator and the Team Administrator who will help implement strategies and campaigns.

We are looking for someone with a good understanding of:

- Building and maintaining CRM systems
- Supporting or leading the build of a new website
- Growing audiences
- Managing and understanding analytics inc Google, social media, Mailchimp
- Digital advertising
- Building and maximising the potential of mailing lists and social media engagement
- Developing marketing plans

It would be great if you also had:

- Experience working on large campaigns
- Business development experience
- An interest in and understanding of co-creation practices
- Design skills (we currently use Adobe Suite and Canva)
- A passion for everyday creativity

Although these are not essential.

We are trying to build a team reflective of a wide range of experiences, backgrounds and personalities to ensure the best possible team to support the organisation. We are actively encouraging applications from People of Colour as well as d/Deaf and Disabled applicants, as these are all growing areas of our network.

### About us

At 64 Million Artists we believe that everyone is creative and that when we are creative we can make positive change in our lives and in the world around us. Over the last 7 years we have mainly been working in 4 key areas:

- *Creative Challenge Programmes & Resources*

We run free, UK-wide online programmes like [The January Challenge](#) and [The Weekly Challenge](#) to kickstart creativity and wellbeing. Over 50,000 participants took part in The January Challenge (TJC) 2021, either as individuals, or in school groups, youth and community groups, hospital settings, workplaces and families. As well as wellbeing impact, 95% of those surveyed said TJC had inspired them to keep getting creative. We also coordinate and run free packs and resources through our beta site [dothinkshare.com](https://dothinkshare.com) to inspire anyone who wants to run their own creative activities, share their work and be part of a supportive community.

- *Training & Development*

We facilitate culture change through creativity. Our bespoke support benefits clients such as King's College London, University of Edinburgh, Great Places Lakes and Dales, Culture 24, A New Direction and School for Social Entrepreneurs as well as other organisations seeking to diversify and democratise their public engagement practices.

Our aim is to embed creativity in new settings and leave a legacy by empowering connectors to then go on to train and develop others. We are also now running public webinars for facilitators and community leaders wishing to develop their knowledge and skills working with groups, as well as co-creation and community leadership programmes. We subsidise these programmes through work done more commercially in order to make them accessible to a wider audience.

- *Spaces and Places for Creativity*

With our partners, we co-create programmes for positive change by activating everyone's creativity. Many of these are based in local communities. We've worked with Leicester Ageing Together on social isolation and creative ageing, YoungMinds on mental health, and Coventry 2021 on citizen-led culture. We've also worked with local authorities in Gateshead, Cumbria, Crewe, several London Boroughs, and Hull during their City of Culture year in 2017.

- *Policy & Research*

We collaborate with academic partners such as King's College London and UCL, and development agencies such as Arts Council England and Arts Council Wales to undertake research into key issues around everyday creativity. We have contributed to national policy in the area and are included in a range of broader research publications from organisations such as Baring Foundation, Culture Health and Wellbeing Alliance and the Centre for Cultural Value. This is an area of our work we are keen to grow and develop.

We are a team of 6 based across London and the South East and South West of England. We work predominantly remotely and deliver work across the UK. We are [values-led](#) and have a wide range of associates that help us deliver our work. The wellbeing of our team and associates is always central to the way that we work.

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Please fill in the online [Application Form](#) and [Equal Opportunities Form](#) by Monday 20th December 12pm. No CV required. Interviews will be held early January 2022.

If you have any questions or just want to chat through the role or application process, please don't hesitate to contact Laura Saxton on [laura@64millionartists.com](mailto:laura@64millionartists.com). We look forward to hearing from you!