

Marketing Officer

Job title	Marketing Officer Brazilian Cultural Centre
Job Purpose	The Marketing Officer will be responsible for developing and executing marketing strategies to promote the Brazilian Cultural Centre's programs, events, and initiatives. This role involves creating compelling content, managing social media platforms, coordinating with media outlets, and analysing marketing campaign performance. The ideal candidate will have a strong understanding of Brazilian culture, excellent communication skills, and a proven track record in marketing.
Main duties and responsibilities	<p>These are, but not limited to:</p> <p>Develop and Implement Marketing Strategies:</p> <ul style="list-style-type: none">• Create and execute comprehensive marketing plans to increase awareness and engagement with the Centre's programs and events.• Identify target audiences and tailor marketing campaigns to reach and engage them effectively. <p>Content Creation and Management:</p> <ul style="list-style-type: none">• Develop and produce engaging content for social media, website and promotional materials.• Ensure all content reflects the Centre's mission and showcases Brazilian culture authentically. <p>Event Promotion:</p> <ul style="list-style-type: none">• Collaborate with the Events team to promote cultural events, workshops, and exhibitions.

	<ul style="list-style-type: none"> • Create event marketing materials, including flyers, posters and online advertisements. <p>Media Relations:</p> <ul style="list-style-type: none"> • Build and maintain relationships with local and international media outlets. <p>Partnerships and Sponsorships:</p> <ul style="list-style-type: none"> • Identify and develop partnerships with organizations, businesses and influencers to enhance the Centre's visibility and reach. • Manage sponsorship opportunities and collaborate with partners to support marketing efforts. <p>Analytics and Reporting:</p> <ul style="list-style-type: none"> • Track and analyse the performance of marketing campaigns using tools like Google Analytics and social media insights. • Provide regular reports on campaign effectiveness to the Marketing Director. <p>Market Research:</p> <ul style="list-style-type: none"> • Conduct research to identify trends, audience preferences, and opportunities for growth. • Brand Management: Ensure consistent branding across all marketing materials and communications. <p>Community Engagement:</p> <ul style="list-style-type: none"> • Engage with the local community through outreach programs, partnerships, and participation in community events. • Foster a sense of community and cultural pride through effective marketing initiatives.
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Key tasks	<p data-bbox="644 241 1038 275">Social Media Management:</p> <ul data-bbox="692 322 1358 562" style="list-style-type: none"> <li data-bbox="692 322 1294 477">• Manage and grow the Centre’s social media presence on platforms such as Facebook, Instagram, YouTube and LinkedIn. <li data-bbox="692 488 1358 562">• Monitor social media trends and analytics to optimize content and engagement. <p data-bbox="644 609 927 642">Content Producing:</p> <ul data-bbox="692 651 1326 806" style="list-style-type: none"> <li data-bbox="692 651 1326 725">• Develop and produce engaging content for social media. <li data-bbox="692 736 1294 806">• Write and edit promotional materials, press releases, and blog posts. <p data-bbox="644 853 938 887">Event Coordination:</p> <ul data-bbox="692 934 1318 1052" style="list-style-type: none"> <li data-bbox="692 934 1318 1052">• Assist in the planning and execution of events, including logistics, promotion, and on-site support. <p data-bbox="644 1099 887 1133">Media Relations:</p> <ul data-bbox="692 1180 1321 1299" style="list-style-type: none"> <li data-bbox="692 1180 1321 1299">• Write and distribute press releases and media kits to secure coverage for the Centre’s activities. <p data-bbox="644 1346 820 1379">Advertising:</p> <ul data-bbox="692 1426 1337 1545" style="list-style-type: none"> <li data-bbox="692 1426 1337 1545">• Plan and execute advertising campaigns across various channels, including print, digital and social media. <p data-bbox="644 1592 911 1626">Email Campaigns:</p> <ul data-bbox="692 1673 1350 1792" style="list-style-type: none"> <li data-bbox="692 1673 1350 1792">• Design and send regular newsletters and email campaigns to keep our audience informed and engaged. <p data-bbox="644 1839 1123 1872">Partnerships and Collaborations:</p> <ul data-bbox="692 1919 1350 1993" style="list-style-type: none"> <li data-bbox="692 1919 1350 1993">• Establish and maintain relationships with media, influencers, and community

	<p>organizations to enhance the Centre's visibility.</p> <p>Analytics and Reporting:</p> <p>Track and report on the effectiveness of marketing activities, providing insights and recommendations for improvement.</p> <p>Community Engagement:</p> <ul style="list-style-type: none"> • Represent the Centre at community events and networking opportunities to build relationships and promote our mission.
Skills, Abilities, and Knowledge (Essential)	<ul style="list-style-type: none"> • Bachelor's degree in marketing, communications, or a related field. • Proven experience in marketing, preferably within the cultural or non-profit sector. • Strong understanding of Brazilian culture, arts and heritage. • Excellent written and verbal communication skills in both English and Portuguese. • Proficiency in social media management and digital marketing tools. • Creative and strategic thinker with the ability to work independently and as part of a team. • Strong organizational skills and attention to detail. • Ability to manage multiple projects and deadlines effectively. • Ability to work independently and as part of a team.
Skills, Abilities, and Knowledge (Desirable)	<ul style="list-style-type: none"> • Interested in Brazilian Culture • Passion to work with arts in the charitable sector • Portuguese Speaker • Knowledge in Brazilian Culture
Reporting to:	Brazilian Cultural Centre's Board of Directors

Notes for Applicants:

Successful applicants will:

- Brazilian Cultural Centre is happy to support successful applicants with this registration process.
- Need to have a full DBS check prior to starting the role. If required, the cost of getting a DBS check will be covered by the Brazilian Cultural Centre