



**DIGITAL,  
MARKETING AND  
DATA  
COORDINATOR**

# ABOUT ROSETTA ARTS

Rosetta Arts is an Arts Council England National Portfolio Organisation delivering exciting, innovative, and creative opportunities for underrepresented and marginalised people in Newham and wider East London. Responding to poverty and inequality, we act as a catalyst for creative talent across our core pillars: Creative Wellbeing, Inclusive Opportunities, and Artist & Sector Development.



# DIGITAL, MARKETING AND DATA COORDINATOR

|                                           |                                                                                                                                           |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| POST TITLE:                               | Digital, Marketing and Data Coordinator                                                                                                   |
| SALARY:                                   | £27,300 Per Annum                                                                                                                         |
| DURATION OF ROLE<br>AND HOURS:            | Full Time or we would consider 4 days/week if that suited the candidate better (prorated @ 0.8 FTE)                                       |
| LENGTH OF CONTRACT:                       | 1 year with option to extend                                                                                                              |
| START DATE:                               | ASAP                                                                                                                                      |
| LINE MANAGED BY:                          | Deputy CEO/CEO                                                                                                                            |
| MANAGES/SUPERVISES                        | N/A                                                                                                                                       |
| PROBATION PERIOD:                         | 2 months (not applicable if already employed by Rosetta Arts)                                                                             |
| OFFICE BASE:                              | Rosetta Arts, 1 Hamilton Road, London, E15 3AE<br>Projects might incur travel to other sites and venues throughout the East London region |
| APPLICATION DEADLINE<br>& INTERVIEW DATES | <b>Application Deadline : 11<sup>th</sup> September 2026</b><br><b>Interviews 17<sup>th</sup> or 18<sup>th</sup> September 2026</b>       |





## ABOUT THE ROLE

We are looking for an experienced professional to manage Rosetta's online presence through highly visual content creation, maintain and optimise the website, and accurately manage both marketing performance data and internal participant activity logs.

This role beautifully blends visual, creative storytelling with stricter statutory funding compliance.

There may also be an opportunity to be more involved in programming and create video/photographic content.

In a typical week, you will focus on day-to-day execution, posting, basic web updates, and pull-routine tracking reports. You will take ownership of traffic growth, basic technical SEO, and optimisation based on data trends.

This role will promote Rosetta Arts' courses, workshops, call outs and training opportunities to the diverse communities of Newham, and tell its story to partners and funders. The ideal candidate will have experience of working in a marketing capacity and an understanding of digital marketing and communications. They will be able to effectively write, proofread and publish content on our website, email and social media platforms, create branded promotional materials, liaise with press and stakeholders, work to deadlines and have excellent attention to detail.

The Digital, Marketing and Data Coordinator will also support the team in evaluating our activities for internal Key performance Indicators (KPIs), as well as external funder requirements, for example, Arts Council's Illuminate reporting.

The role will work closely with the Creative Programmer and Studio & Operations Manager on all operational aspects and to support the preparation and delivery of projects both on and off-site.

This will include course registration, membership and space management, as well as in-person support of our programmes.

# MAIN DUTIES AND RESPONSIBILITIES

This list of tasks is not exhaustive and is subject to regular review.

## I. SOCIAL MEDIA, DESIGN & VIDEO PRODUCTION

- Schedule, write copy for and post content across Facebook, Instagram, TikTok, YouTube and LinkedIn, and respond to enquiries received through those channels
- Design all organic social assets in line with Rosetta Arts branding guidelines
- Script, shoot and edit short form video for TikTok and Reels
- Create promotional materials including posters, flyers, booklets and banners
- Create visual assets and formatted documents for staff, including presentations, annual reports, evaluation reports, slide decks and recruitment materials
- Document Rosetta Arts activities through photography and video, briefing and working with freelance photographers and videographers where used
- Maintain the Rosetta Arts image bank and communications archive, including agreed file naming conventions
- Maintain Linktree and other channel directories

## 2. WEBSITE, SEO & EMAIL CAMPAIGNS

- Manage and update the Rosetta Arts website, built on WordPress using the Semplice page builder. Update pages, publish blog posts, refresh galleries and create new pages and templates as required
- Carry out on page SEO: optimise image alt text, update metadata and schema, track keywords and fix broken links
- Improve search rankings through keyword research, meta descriptions and image tags using RankMath
- Monitor site health, page speed and form capture, and resolve technical faults
- Liaise with the website maintenance contractor and review their monthly reports
- Manage website hosting and domain renewals through Bluehost
- Design, write and distribute the monthly newsletter through Mailchimp, coordinating and collecting content from across the team
- Manage Eventbrite listings, ticket types and booking pages for courses and events

# MAIN DUTIES AND RESPONSIBILITIES

## 3. DATA COLLECTION & ARTS COUNCIL COMPLIANCE

- Support the collation, filing and analysis of quantitative and qualitative evaluation data across the organisation
- Maintain accurate participant records covering attendance, registrations and feedback, and keep internal databases current
- Distribute audience surveys and input demographic and activity data into the Arts Council Illuminate platform to agreed reporting deadlines
- Maintain the Activity Log and organisational tracking spreadsheets
- Compile monthly performance data using Google Analytics 4 and native social platform metrics
- Manage Cognito Forms and equal opportunities monitoring returns
- Complete annual environmental reporting through Julie's Bicycle Creative Climate Tools, including data collection for energy, water, waste and travel
- Work with colleagues across the team to ensure data is captured consistently at source

## 4. MARKETING STRATEGY AND SYSTEMS OPTIMISATION

- Work with the CEO, Deputy CEO and Studio & Operations Manager to develop and implement digital strategy across online communications, data collection, operational systems and audience development
- Lead the implementation of marketing and PR campaigns, including partner and reciprocal social media coordination
- Plan and manage paid social campaigns through Meta Ads Manager and the Rosetta Arts ads account
- Ensure all digital content follows branding guidelines and is signed off by the Deputy CEO or CEO before publication
- Identify and implement systems improvements and automation
- Build a bank of written and video case studies and testimonials from participants and stakeholders to evidence impact to audiences, partners



# MAIN DUTIES AND RESPONSIBILITIES

## 5. WORKSHOPS, COURSES AND EVENTS

- Manage course registration, participant follow up and membership records
- Support the delivery of events and projects across the programme
- Prepare and print materials for workshops with the Creative Programmer and Project Managers
- Provide on site support at events, including in outreach locations

## 6. OPERATIONS

- Act as first point of contact for Rosetta Arts, responding to day to day email and telephone enquiries
- Carry out routine administrative duties including correspondence, filing and taking meeting minutes

## 7. OTHER

- Admin: respond to enquiries about the programmes/workshops
- Attend and staff Rosetta Arts events as required
- Work to all legislation and company policies on equal opportunities, diversity, health and safety and employment law etc.
- Represent Rosetta Arts externally as required
- Undertake any other duties as required, in line with the level of the post



# PERSONAL SPECIFICATION

The person specification is a picture of skills, knowledge and experience required to carry out the job.

## ESSENTIAL EXPERIENCE, SKILLS AND KNOWLEDGE

Please use this as a guide for formatting your application.

### CONTENT AND COMMUNICATIONS

- Proven experience planning, writing and publishing content across social media channels, with the judgement to adapt tone and format to each platform
- Ability to write clearly and accurately for a range of audiences, from social captions to newsletters, web copy and funder facing reports, with strong proofreading skills
- Confidence producing visual and video content, including graphic design for digital and print, and shooting and editing short form video

### WEBSITE AND EMAIL

- Experience managing a website through a content management system such as WordPress, including publishing pages, uploading media and troubleshooting issues. Rosetta Arts uses WordPress with the Semplice page builder, so comfort learning a new interface quickly is more important than prior knowledge of this specific setup
- Working knowledge of on page SEO principles, including metadata, alt text, keyword research and link health
- Experience building and sending email campaigns through a platform such as Mailchimp or similar

### DATA AND REPORTING

- Confidence working with spreadsheets to record, sort and analyse data, and to present findings clearly
- Experience using web and social analytics to track performance and inform decisions, such as Google Analytics 4 or native platform insights
- Accurate record keeping across databases, booking systems or CRM tools, with an understanding of why data consistency matters for funder reporting

# PERSONAL SPECIFICATION

## SYSTEMS AND TOOLS

- Experience with online booking or ticketing platforms, and with payment and invoicing systems such as Stripe, PayPal or similar
- Good general IT skills, including Google Workspace, and a track record of picking up unfamiliar software without extensive training

## WORKING STYLE

- Strong organisational and coordination skills, with the ability to run several pieces of work at once and reprioritise when demands change
- A collaborative approach, comfortable working across teams and with freelancers, contractors and external partners
- Attention to detail and the discipline to work to deadlines, including recurring reporting cycles

## DESIRABLE EXPERIENCE, SKILLS AND KNOWLEDGE

- Ability to take initiative, develop ideas and make decisions.
- Ability to suggest and make improvements to the service
- A passion for Rosetta Arts and the work we produce, including the aim to reach out to underrepresented communities and ensure everyone has a chance to be creative, and improve wellbeing through the arts
- Knowledge of East London & Newham, ideally based nearby
- Experience of working with a wide range of stakeholders from diverse backgrounds
- Experience of using online booking systems and/or E-commerce

## ADDITIONAL REQUIREMENTS

- Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post-holder may also be required to carry out any other duties appropriate to the grading of the post
- To undertake in any training programmes which are relevant to the role
- Willingness and ability to work on Saturdays and evenings
- This role will involve working with children and vulnerable adults and will require an Enhanced DBS check, which we will arrange. Please see attached Self-Disclosure form and our Safeguarding Children and Vulnerable Adults Policy



# APPLICATIONS

To apply for this job, please send in:

- a CV
- cover letter outlining your interest and how your experience matches the person spec (no longer than 2 x A4 sides)

Email your application to [vacancies@rosettaarts.org](mailto:vacancies@rosettaarts.org) by the deadline of FRIDAY 11<sup>TH</sup> September 2026 at 5pm. Please put "APPLICATION Digital, Marketing & Data Co-Ordinator" in the subject line of your email.

*Additionally feel free to accompany your application with a video explaining your experience & suitability (no longer than 5 minutes) via wetransfer to [vacancies@rosettaarts.org](mailto:vacancies@rosettaarts.org) by 5pm on Friday 11th September 2026*

Successful candidates will be subject to Enhanced DBS and Right to Work checks

**EMAIL YOUR APPLICATION TO  
[VACANCIES@ROSETTAARTS.ORG](mailto:vacancies@rosettaarts.org) BY THE DEADLINE OF  
FRIDAY 11<sup>TH</sup> SEPTEMBER 2026 AT 5PM. PLEASE PUT  
"APPLICATION DIGITAL, MARKETING & DATA CO-  
ORDINATOR" IN THE SUBJECT LINE OF YOUR EMAIL.**

## EQUAL OPPORTUNITIES

Rosetta Arts is committed to being an equal opportunities employer and recognises the importance and advantages of diverse workplaces and communities. We particularly encourage applications from groups who are underrepresented in the cultural sector including working class people, disabled people, and people from ethnically diverse backgrounds.

If you feel that this applies to you, please indicate in your application email.

The closing date for applications is **FRIDAY 11<sup>TH</sup> SEPTEMBER 2026 @ 5PM**. Interviews will be held between **17<sup>th</sup> & 18<sup>th</sup> September** at a location in Newham.

If you would like an informal conversation about the role, please contact Jan, CEO , [jan@rosettaarts.org](mailto:jan@rosettaarts.org)