



Marketing/Comms Development Recruitment Information Pack

Magic Acorns is one of the UK's leading early years arts organisations. Based in Great Yarmouth, Norfolk, we create spaces where babies, children, families and artists can flourish together.

Our reach has expanded over the past 5 years through inter/national collaborations, from nurturing artists to developing artistic residencies, to opening our Early Years Arts Space here in Great Yarmouth in 2023. We are the first dedicated early years arts venue in England (as far as we know!)

We are part of diverse communities - working with artists, researchers, educators, families and babies and children. United by the shared vision of creating, experimenting and developing exceptional early childhood arts.

Our work with families offers a safe, nurturing and magical space, laying the foundations for a lifetime of self-expression and artistic growth. This is the cornerstone of our vision - to create arts encounters specifically with and for people under 4 years old and their families, where arts can be created and experienced in non-conformist ways.

In 2025 we are curating and hosting 'Ripple Fest' - an early years arts festival which will showcase inter/national performances, new artistic commissions, an exhibition and a professional symposium. Through this, and multiple other funded projects and commissions, we are at a really exciting point in our growth which is why we are looking for a brilliant person to join our small team.

Join us on this fascinating journey and be part of the transformative power of arts in early childhood.



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Contract type: Project/Freelance

Location: Great Yarmouth, Norfolk and/or remote working

Contract length: This is a project based role to develop Magic Acorns' marketing and comms. The contract will run from November/December 2024 - October 2025. This is not a full time role and could be part of a freelance portfolio or work around other work commitments.

Practical requirements: We will be looking for someone who is flexible, with links and knowledge around the regional/national cultural sector. You will need your own password protected laptop. You will need a DBS check registered with the update service or be willing to provide the information to get one.

Reports to: Sophie Fox - Magic Acorns Director

What is the overall purpose of the role?

We are looking for somebody who will play a key role in developing and implementing our marketing and comms strategy as an essential part of Magic Acorns' continued growth and success. We are looking for someone who is bright, self-driven, skilled, and engaging. You will have knowledge of socially engaged arts practice and the cultural sector, both regionally and nationally.

You will be smart, flexible, dynamic and creative. You will be able to develop ways to communicate across different communities - with families, artists, researchers and arts/social/education organisations. You will need to have an eye for detail, be an excellent communicator in written language, and also through design and imagery. You will be an innovative thinker, willing to think outside the box to support the development of our website, a crowdfunding campaign and marketing our professional development sales.



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Key activities and responsibilities

This Marketing/comms development project is broad in its scope, it will scaffold all of the following, the balance of duties and responsibilities will be determined in dialogue with the line manager.

- Develop comms and brand strategy to achieve Magic Acorns' objectives.
- Develop Magic Acorns' website (currently a WIX site)
- Development and promotion of a new crowdfunding campaign
- Development of an outward facing booking system and promotion of paid for events to a diverse range of audiences (conferences, workshops and training offers)
- Writing and editing press releases
- Working with our Creative Researchers at Magic Acorns to develop outward facing ways to share Magic Acorns' Research
- Analysing and reporting on web traffic and social media reach
- Design and creation of promotional materials for print and online

You are

- Passionate about delivering high quality work
- Friendly and an excellent communicator
- Self-motivated and enjoy working as part of a small team
- A creative and innovative thinker

Education, qualifications or experience

- Educated to undergraduate level, ideally in a related subject such as the arts and/or marketing
- or candidates without degrees will have a higher level of vocational experience
- Experienced working in an arts/community arts marketing



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Knowledge, skills and abilities

- Excellent communication skills (both verbal and written) at all levels.
- Design skills (use of Canva or similar)
- Strong organisational skills with attention to detail.
- Ability to prioritise workload, exercise judgement, and meet deadlines.
- Ability to network effectively and work collaboratively with other staff
- Experience of managing a diverse workload.
- Understanding of current marketing and comms practices, including e-marketing and social media.
- Ability to work proactively without supervision, exercising judgement and initiative as necessary.
- Adaptable communication skills to convey innovative ideas to a range of audiences

How to apply

Please apply by [filling in this online form](#) or scanning this code.

Deadline: 9pm Tuesday 22nd October 2024



If you would like to talk to somebody about this opportunity please email info@magicacorns.co.uk

**We actively encourage people from a variety of
backgrounds to apply.**

www.magicacorns.co.uk