



## Role Profile

Marketing and Communications Officer

## The Organisation

TEDx is the sibling organisation of TED, created to further their commitment to the spirit of ideas worth spreading. It consists of a network of local, self-organised “TED-like” events, visioned by a community of dedicated volunteer teams who bring the TED experience to audiences of all shapes and sizes across the globe.

We are TEDxTorquay, a privileged member of this community representing Torbay and the English Riviera. Our inaugural event was hosted in 2018 and we are now excited to be growing the presence of TEDx in our community for local audiences.

### Working with TEDxTorquay

We hope that working with TEDxTorquay will be an exceptionally rewarding experience for any applicant. TED guidelines dictate that all members of the core team must be voluntary. As such, we rely on the dedication and passion of a close-knit group of individuals, who believe in the value TED can bring to our community through the TEDx programme. The demands are high but the rewards are great and we aim to encourage a friendly and social work environment which leaves space for autonomy whilst ensuring all team members can be reliably accountable.

### TEDxTorquay: Who we are and what we stand for

As well as subscribing to the ethos of TED and the ambitions they set out in creating the TEDx programme, TEDxTorquay pursues its own mission across Torbay.

We are passionate about delivering TEDx activity in its purest form, as a community led and driven programme. At its heart TEDxTorquay will always reflect upon the ideas, questions and conversations on the minds of its communities through local voices, partners and supporters via knowledge gained through regular consultation and engagement. From our biggest to our smallest event, we will always represent honestly and faithfully the reality of life for the people who live and work here.

We will continuously recognise the potential for TEDxTorquay to deliver opportunity in Torbay, as a part of our events themselves and through targeted community action made possible as a result of the notability of this global brand.

Overall, we will aim to share our stories, inspire our communities and enlighten our audiences in all that we do.

## Applying

Interested applicants should send a CV and covering letter outlining relevant experience and expressing why they would be passionate about joining TEDxTorquay to [jacobbrandon@tedxtorquay.co.uk](mailto:jacobbrandon@tedxtorquay.co.uk)

We aim to respond to all applicants with successful candidates being invited to an informal interview.

## Role Description: Marketing and Communications Officer

As marketing and communications officer, you will sit on the core team with 4-5 other department heads and our license holder. You will be responsible for coordinating all aspects of our internal and external communications including press releases, promotional copy, social media activity and mailing lists. We anticipate that this role will be supported by a small team that you will shape to ensure it includes individuals with the required skills to produce and deliver a diverse range of marketing and communications materials.

You will have the opportunity to guide the communications voice of TEDxTorquay and shape our public facing image in-line with our overarching ethos and aims, and the TED guidelines for organisers. This will include supporting the short-term identity of our individual events as well as the long-term narrative of the organisation over time.

### Responsibilities

TEDxTorquay is at an exciting stage of growth. We have successfully started our journey in Torbay but now have the opportunity to lay down roots and reimagine what TEDxTorquay might become in the future. As such, responsibilities and duties are subject to a degree of self-determination and applicants will be invited to shape the role they fill as the team develops.

However, at its core, the responsibilities of the Marketing and Communications Officer are:

- To oversee all communications, internal and external
- To approve all written copy for use across all print and digital output
- To coordinate the distribution of all press releases and manage a network of relevant press contacts
- To be the main point of contact for media enquiries as they occur
- To, alongside the Executive Producer, define and shape our overarching brand and image, as well as event specific brand and image requirements
- To, with the support of the Executive Producer, oversee delivery of all aspects of design and content production
- To support the curatorial team and work with speakers where required to produce copy for presentations and talk materials
- To determine and action recruitment requirements for the marketing and communications team
- To contribute to the sustainability and health of TEDxTorquay and its community
- To attend regular meetings with the licence holder and core team
- To represent and be an ambassador for TEDxTorquay and its core ethos

## Applicant Specification

As all roles with TEDx are necessarily voluntary, the main requirement of any applicant is a commitment and dedication to the ethos of TED, TEDx and TEDxTorquay. All applicants will need to have very flexible schedules and the ability and willingness to be available for extended periods of time in the immediate days surrounding an event.

Above all, any applicant should fully embrace our ethos statement which outlines what we stand for as an organisation and why we work to deliver TEDxTorquay to our community.

### Time Commitment

All TEDxTorquay roles have a “traffic light” colour coded designation to determine the time commitment it is anticipated will be required of the applicant. This is a “RED” role.



#### - Core Team / Sub Team

- Role is year round
- Requires Meeting Regularly (Weekly/Fortnightly)
- High Intensity (4+ Days Monthly)
- Event Essential Team (Required for the week of the event)



#### - Support Team / Post Event Team

- Role may be year round or regular in proximity to events
- Availability may be required at core team meetings
- Moderate Intensity (1-2 Days Monthly with increased demand in proximity to events)
- Event Essential Team (Required the day of the event and at rehearsals)



#### - Volunteers and Supporters

- Casual role as required
- No requirements to meet regularly
- Low Intensity (no monthly commitment)
- Situational

### Required Personal Attributes

- An understanding of the diversity of communities and audiences in Torbay, the challenges they face and the ambitions they share and a commitment to making a difference in these spaces
- Understanding and appreciation of the TEDxTorquay core ethos
- Excellent interpersonal skills
- Ability to self-motivate and be accountable for own actions
- Excellent time-management and organisational skills
- Excellent communication skills and written English

### Desirable Skills and Qualifications

We anticipate that this role will be supported by a small team specialising in different areas of marketing and communications but as the desirable that the lead officer has relevant experience in one of the following areas:

- Coordination and delivery of social media campaigns
- Production of editorial and marketing copy for a variety of circumstances
- Brand Management
- Copywriting and proofreading

In addition, it is anticipated that the below skills would be beneficial to an applicant applying for this role:

- A love of TED, previous experience with a TEDx organisation or an in depth understanding of TED and TEDx processes and guidelines
- A strong existing network both locally and further afield
- Experience of working within and managing a small team
- Experience working with speakers and lecturers
- Knowledge of digital design and publishing tools and standards

- Proficient in the use of Microsoft Office

## Remuneration

All TEDx organisations are required to run with entirely voluntary teams but also demand an exceptional commitment from their core teams. As such, it is essential that any applicant believes they can be passionate about the work we do as an organisation and has the capacity to devote the time the role will require.

Where possible, we aim to cover all minor expenses incurred by the core team and other volunteers.