

# New Contemporaries

## NEW CONTEMPORARIES DIGITAL & COMMUNICATIONS CO-ORDINATOR

### JOB DESCRIPTION

**Job Title: Digital & Communications Co-ordinator**

**Salary: £23,000 - £25,000 (pro rata 3 days depending on experience)**

**Reporting to: Programme Curator**

**Contract terms: 3 days a week. 24 hours (flexible inc. some home working). Some occasional weekend and evening work which is compensated by TOIL. Permanent contract after a 3-month probation period.**

**Annual leave: 28 days (pro rata) + statutory holidays**

**Usual place of work: First Floor, Rich Mix, 35-47 Bethnal Green Road, London E1 6LA**

**Closing date: 9am Monday the 13<sup>th</sup> December 2021**

### THE PERSON

We are looking for a dynamic, collaborative and passionate individual to join our dedicated staff team. Our ideal candidate will come to us with experience of working in the arts, with a particular focus on digital communications, marketing campaigns and audience development.

This role may suit you if you are interested in progressing to a more senior role in Digital Production and Management, Audience Development or Communications & PR. We are an equal opportunities employer and would particularly welcome applications from LGBTQ+ and disabled candidates, those from less-advantaged backgrounds and people who identify as being Black, Asian or Ethnically Diverse.

### THE ROLE

The Digital & Communications Co-ordinator's post is a new role, which has been created to support our programming, communication and audience development work, as well as our internal and external reporting and evaluation.

You will be responsible for contributing to the planning and delivery of New Contemporaries communications and digital activities, monitoring engagement. Working alongside our programming team and our external PR Consultant, you will implement our communications strategy to create engaging digital content, enhance engagement and reach new audiences.

The role involves working across a range of communication channels including digital and social media to highlight our programmes. The position has an important focus on managing our social media platforms, e-marketing activity, audience analytics, database and website updates, as well as working on new digital projects.

You will be joining a staff team that currently comprises Director, Deputy Director, Programme Curator and Programme Co-ordinator.

### ABOUT NEW CONTEMPORARIES

Established in 1949, New Contemporaries is the leading UK-wide organisation developing, supporting and promoting artists emerging from established and alternative fine art programmes. We consistently provide a critical platform for emerging and early career artists primarily through our annual open-submission exhibition, which is toured nationally, and a wide range of other valuable professional development opportunities.

A registered charity, New Contemporaries identifies, nurtures and promotes artistic talent remaining relevant to emerging artists through our ability to be proactive, resilient and adaptable to an ever-changing art world.

New Contemporaries is a National Portfolio Organisation of Arts Council England in the 2018-23 funding round, and Bloomberg Philanthropies are the current title sponsors of the annual exhibition. A close working partnership with both funders has existed for a number of years.

For further information on New Contemporaries history and recent exhibitions please see [www.newcontemporaries.org.uk](http://www.newcontemporaries.org.uk)

## **KEY RESPONSIBILITIES**

### **Digital**

- working with the programming team to devise effective and imaginative social media and digital campaigns around New Contemporaries activities, and be responsible for monitoring engagement;
- plan and schedule content to ensure the most efficient and diverse presentation of our programmes;
- ensure our digital communications are accessible to a wide range of users through research and the implementation of access improvements and updates;
- in consultation with the NC team, introduce new initiatives to boost engagement and broaden online audiences;
- create engaging and responsive content writing copy for social media across Facebook, Twitter, Instagram, Youtube and Soundcloud, as well as our digital platforms;
- keep abreast of social media and digital developments to ensure the effectiveness of our social and digital media activity;
- update our main website with copy and resources, including images and assets with image descriptions and alt texts;
- troubleshoot main website issues in collaboration with our website developers;
- support colleagues in the updating and maintenance of our submission site and digital platform as appropriate;
- gather and maintain regular web and social media analytics on all of our platforms and outputs for internal and external reporting, and to inform future activity;
- support the regular analysis of engagement data with colleagues through the creation of monthly reports on digital activity;
- monitor our online presence on Google and listings websites etc.;
- liaise with colleagues to create, schedule and distribute newsletters and e-invitations;
- maintain and develop accurate and comprehensive contact database on MailChimp to ensure email lists are up-to-date for press and other stakeholder groups and individuals;
- in consultation with senior colleagues lead on the cleansing and regular updating and maintaining of our Customer Relationship Management database (Capsule);
- support colleagues to ensure that New Contemporaries audience data handling is GDPR compliant;
- liaise with partners to plan and deliver documentation of key live events, overseeing the timely sharing of audio and visual material in most effective form for audiences and peers.

### **Audience Development**

- support the promotion of New Contemporaries programmes to new and diverse audiences;

- support the implementation of our Audience Development Strategy;
- research and implement third party promotions for our exhibitions, events and projects to reach the widest possible audience;
- liaise with partners to gather and maintain accurate audience data;
- maintain accurate records of all media items/citations that reference the New Contemporaries and its activities (digital, print and broadcast);
- keep abreast of current trends and professional developments in communications and the arts industry.

### **Design, Print & Comms**

- support the production of adverts, including liaising with colleagues, designers and suppliers, compiling content, proof reading and giving feedback;
- assist in creating in-house design and other programme and promotional materials using Video/Audio Editing and other software as necessary;
- support colleagues to follow style and design guidelines, by creating and sharing templates and monitoring brand rules across internal and external communications;
- liaise with partners on the production of exhibition vinyls and signage as required;
- liaise with partners on logo, credit use and sign off;
- support colleagues in the production of image sheets and other PR and Comms materials, ensuring press and listings receive information in a timely manner.

### **General**

- take responsibility to be fully aware of our activities and programme of events at all times;
- attend exhibition previews, meetings, receptions and events as required;
- operate in accordance with the organisation's policies, legal and statutory requirements at all times;
- any other duties as may reasonably be requested.

This job description is a guide to the nature of the work required of the Digital and Communications Co-ordinator. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager as required.

### **PERSONAL SPECIFICATION**

<b>Knowledge and Experience</b>	<b>Requirement</b>
Experience of communications campaigns including digital communications, audience development and marketing	Essential
Experience of e-marketing tools, social media campaigning, digital marketing including managing website CMS and database(s);	Essential
<b>Skills and Attributes</b>	
Excellent command of written English with strong copy-writing skills and attention to detail	Essential
A keen interest in the contemporary visual arts	Essential
An interest in audience development, including a commitment to widening access	Essential
Experience of using and managing social media platforms, such as Instagram, Facebook, Twitter, YouTube and Soundcloud	Essential

An ability to prioritise a full workload, balancing different administrative and practical tasks	Essential
Experience of using website and mailing list management programmes, especially CMS Systems (preferably BoomCMS) and MailChimp	Essential
Flexible, self-motivated and the ability to work as a team member	Essential
Experience of using Microsoft programmes Adobe Suite (Photoshop and Indesign) and Video and Audio Editing programmes	Essential
Strong IT and administrative skills	Essential
Excellent inter-personal skills, ability to collaborate with a range of colleagues and partners internally and externally	Essential

**Benefits:**

- Auto-enrolment into NEST pension scheme. Contribution rates 5% employee, 3% employer on gross salary
- Training opportunities
- Some flexibility in working hours

**HOW TO APPLY**

Application deadline: 9am Monday the 13<sup>th</sup> December 2021

Interview dates: w/b Monday the 10<sup>th</sup> January 2022

Please note it may be necessary to hold a 2<sup>nd</sup> round of interviews.

Application process: Please send us the following documents to [recruitment@newcontemporaries.org.uk](mailto:recruitment@newcontemporaries.org.uk) with Digital & Communication Co-ordinator

Application as the subject line:

- your CV (Word or PDF format), including the details of two referees who will only be contacted if an offer of appointment is made;
- your covering letter (maximum two pages, Word or PDF format), outlining your suitability and interest in the post;
- the optional equal opportunities form downloadable from our website at <https://www.newcontemporaries.org.uk/recruitment>

The equal opportunities form contents are only used for anonymous monitoring purposes and are not available to the recruitment panel.

To remove risk of unconscious bias your application documents will be anonymised prior to shortlisting.

Please ensure that your CV and covering letter file names all begin with your surname.

We will automatically acknowledge receipt of all applications by email. If you have not heard from us by the deadline date, please contact us to confirm that your application has been received.

Please note we are unable to give feedback on individual applications and that in light of C-19 interviews may take place over video conferencing.