

## **Job application pack**

### **Job vacancy:**

Communications & Audience Development Coordinator  
(Maternity Cover, 9 months with potential for extension)

### **Terms:**

3 days per week  
£17,139 pro rata (24 hours per week / 0.6 equivalent / 3 days)  
Responsible to the gallery Director

### **Closing date for applications:**

11:59pm Tuesday 10 September 2019  
Late applications will not be considered

### **Interview date:**

Monday 16 September 2019

### **Location:**

Castlefield Gallery, 2 Hewitt Street, Manchester M15 4GB  
If you have any special access requirements, please let us know

### **Start date:**

16 October 2019 (ideally as soon as possible to allow a handover)

## How to apply

### Applications should consist of:

- A covering letter or statement outlining clearly how you meet the criteria in the job description and person specification below (no more than 2 sides of A4 paper)
- A CV that includes the names and contact details of at least two referees, one of whom should be your current or most recent employer
- A completed Equality Monitoring Form

We are looking for a proactive and dedicated person with a passion for the arts and delivering engaging marketing communications, and who is comfortable working in a busy, creative environment.

Castlefield Gallery is committed to promoting equal opportunities, and encourages applicants from all sections of the community.

### Please send your application to:

[recruitment@castlefieldgallery.co.uk](mailto:recruitment@castlefieldgallery.co.uk)

Or Recruitment, Castlefield Gallery, 2 Hewitt Street, Manchester M15 4GB

### Communication:

If we have not contacted you by Friday 13 September we thank you for your application, but are sorry in that you will not have been selected for interview. Due to the volume of applications we receive, we are unable to provide feedback to applicants that do not progress to interview stage.

Thank you for your interest in Castlefield Gallery.

## About Castlefield Gallery

“Castlefield Gallery is the centre to the periphery, which in my thinking is the best position to work from and where I want to be. Castlefield Gallery oozes with explorers and pioneers, and understands that the currency of a scene is its ability to import and export culture, not sit stagnant in its own melting pot.”

*Castlefield Gallery Artist Patron, Ryan Gander OBE.*

Established by artists in 1984, remaining artist-facing to the present day, for over three decades Castlefield Gallery has been a significant catalyst for cultural growth in the regions.

**Castlefield Gallery** delivers a programme of exhibitions, projects and events from our main gallery in central Manchester, whilst also commissioning, curating and producing off-site and public art, national and international artist residencies and exchange programmes. We export art and culture developed and produced in the region through exchange, so as to enable meaningful relationships between artists nationally and internationally to flourish over extended periods of time. Partnerships are at the heart all we do.

**Castlefield Gallery Associates** is a 200+ strong artist, curator and writer membership group who access artistic, skills and career development support via our work, as well as **New Art Spaces** - pop-up art and production spaces located across Greater Manchester. Our development programme extends to providing bespoke artist mentoring, coaching and professional development, working with those at all career stages, including new graduates. We subsidise this activity to keep costs for artists and our members affordable.

We are a proven leader and enabler in the development of visual artists, with many Castlefield Gallery ‘alumni’ going on to experience national and international acclaim, including Turner Prize winners and nominations, exhibitors at major festivals, biennials, triennials and international presentations.

Castlefield Gallery is a National Portfolio Organisation of Arts Council England, a Manchester City Council Cultural Partner for 2018/19 – 2021/22, a registered charity and company limited by guarantee. The trustees of the charity are also board members of the company.

[www.castlefieldgallery.co.uk](http://www.castlefieldgallery.co.uk)

### **Our mission:**

To nurture talent, explore cultural trends and deepen audiences’ relationships to contemporary art.

### **Our vision:**

For Castlefield Gallery to be an artist-focused gallery and national hub for artistic and career development in the visual arts, enabling artists to live and work in the North of England whilst achieving national and international success.

## **The gallery team**

Helen Wewiora, Director

Matthew Pendergast, Curator

Nicholas James, Facilities and New Art Spaces Coordinator

Jennifer Dean, Communications and Audience Development Coordinator

Jane Lawson, Castlefield Gallery Associates Coordinator

James Matthew-Hiskett, Finance & HR Coordinator

Leslie Remonato, Gallery Assistant

We currently host Erasmus, international internships and local placements, and work with a dynamic team of volunteers.

We are supported by Board of Trustees and Directors. Our Chair is Susie Stubbs, Managing Director of Modern Designers.

## **Job Description – Communications & Audience Development Coordinator**

(Fixed Term Maternity Cover, 9 months with potential for extension)

### **Overview:**

The Communications & Audience Development Coordinator is crucial to the success of Castlefield Gallery. Supporting all members of the team and reporting to the Director, the Coordinator will use their marketing, PR and communications skills and experience to help raise the profile of the gallery, promote our services and activities, and to both sustain and develop our audiences.

Ours is a busy, creative environment. A place where art and artists gather; where creative work is commissioned and supported; where audiences can see some of the most exciting contemporary visual art being made now. While we are a Manchester organisation, we work nationally and internationally. Our ambition is similarly focused.

We're looking for someone to join us who shares our energy and enthusiasm, who isn't afraid of hard work, and who has plenty of ideas they can bring to the table. A resourceful self-starter who understands art, culture and the creative industries. Someone adept at digital marketing and content creation, as well as broader marketing and communications. In return you'll join a close-knit, supportive team, work alongside our Chair on a gallery rebrand, and be part of one of Manchester's most dynamic cultural organisations.

### **Job Structure:**

Hours: 24 hours per week, 0.6 equivalent - 3 days

*Please note that the role can be split over more than 3 regular days, and demands some evening and weekend working, including being part of a weekend rota. Castlefield Gallery offices are open Tuesday – Sunday and we are open to the public Wednesday to Sunday.*

Salary: £17,139 per annum (24 hours per week / 0.6 equivalent)

Tenure: Fixed Term - Maternity Cover, 9 months with potential for extension

Reporting Line: Reporting to the Director

Location: Castlefield Gallery, Manchester and occasionally working offsite.

## **Key responsibilities**

### **Communications and marketing for all areas of Castlefield Gallery's programme and institutional activities:**

Inform and develop Castlefield Gallery's communications and marketing planning, aims and objectives, delivering against related targets, working collaboratively with the Director, Trustees and Directors.

Develop strategies for marketing and promotion of the Gallery and programme areas, including through special projects and initiatives, working collaboratively with the Director, colleagues, and with Trustees and Directors.

Be the 'brand guardian' for Castlefield Gallery's brand across all platforms ensuring consistency and quality, supporting colleagues' to do the same, working collaboratively with the Director, Trustees and Directors.

Work across the Castlefield Gallery team and volunteers, to ensure the programme is promoted through the most appropriate methods, and delivering bespoke campaigns.

Work across the Castlefield Gallery team and volunteers, to deliver institutional marketing, in particular supporting fundraising and development, communicating and promoting enterprise activities (e.g. hires, memberships, services), including developing and delivering bespoke campaigns, as well as brokering and managing sponsorship and relevant partnerships, including taking advantage of wider cultural / city-wide events.

Lead, produce, publish and distribute content for all Castlefield Gallery's communications and marketing channels, digital and non-digital, with particular reference to the Castlefield Gallery website, on-line listings, social media, monthly e-newsletters, listings, internal and external signage and displays.

Manage the design, production and distribution of promotional materials, also advertising, making strong use of in-house resources, where applicable using external agencies, ensuring materials are produced to time, to budget and to optimum quality.

Lead, maintain, develop and make effective use of the Castlefield Gallery database.

Contribute to and work with GDPR and relevant Castlefield Gallery policy, supporting other colleagues and volunteers to do the same.

Work collaboratively across the Castlefield Gallery team on archiving and documentation, including press documentation, specifically coordinating press documentation (including sharing with audiences on-site and on-line) photographic and film documentation of Castlefield Gallery programme and institutional activities.

Develop and deliver work with volunteer photographers, and relevant freelancers.

**PR and media relations:**

Work proactively to develop regular press and media coverage for Castlefield Gallery – institutional, and across programme areas, including national, regional and local media, specialist and non-specialist press.

Nurture and grow excellent press relationships, including with national, regional and local media, specialist and non-specialist press.

Work with the Director and across the Castlefield Gallery team to produce press and media communications.

Lead the production and effective dissemination of press and media communications – releases, information and images. Lead on follow up work to generate press and media interest, manage interview requests.

When applicable, with the Director, work with PR agencies / freelancers to lever maximum value.

Contribute to reporting, including but not limited to Board and funder reporting, and in particular with reference to press and media data (qualitative and quantitative).

**Audience development:**

Work with the Director, Trustees and Directors to inform and develop Castlefield Gallery's audience development aims and objectives, delivering against related targets, and supporting colleagues to do the same, in the process making use of tools such as Audience Agency's Audience Spectrum.

To work alongside the Director and across the Castlefield Gallery team to develop strategies and targets for marketing to maintain audiences as well as develop new audiences, on occasion through special projects and initiatives.

Lead on all Castlefield Gallery data capture, collation, and management (quantitative and qualitative), working with GDPR and relevant Castlefield Gallery policy and enable those across the Castlefield Gallery team to contribute to this work.

Maximise opportunities for data capture across all areas of Castlefield Gallery's activities and spaces (on, off-site, digital), in the process encouraging sign-ups to Castlefield Gallery communications.

Lead on audience development including audience profiling and analysis, with particular reference to Audience Agency's Audience Finder and Castlefield Gallery's funder expectations, including in relation to data-sharing and data-sharing agreements.

Contribute to reporting, including but not limited to Board and funder reporting, and in particular with reference to audience data (qualitative and quantitative).

Coordinate Castlefield Gallery's signage, audience information and interpretation, on-site, off-site and online, working across the Castlefield Gallery team, with particular reference to the Castlefield Gallery Curator and Director.

Coordinate and lead publishing / distribution of Castlefield Gallery audience facing resources, in particular on Castlefield Gallery's website, where applicable printed material.

Coordinate and communicate events based promotional activities including but not limited to exhibition launches, occasional fundraising events and external events, support events across the Castlefield Gallery team where applicable.

Monitor the upkeep of Castlefield Gallery's main venue information displays, working collaboratively across the Castlefield Gallery team and volunteers.

### **General duties**

Maintain excellent standards with regards to all role-related financial and contracting activities, including managing budgets.

Understand and apply the principles of Equal Opportunities and Creative Diversity.

Work effectively with the Castlefield Gallery Assistant, at times also volunteers, placements and interns, at times setting work and supervising.

Work as a collaborative and effective member of the team, delivering at least one office and gallery cover day per week, and being part of a weekend rota.

Be responsible as a key holder for the opening and closing of the gallery, ensuring the security of the gallery and its contents, including forming part of an alarm call out team.

Maintain the exhibitions by condition checking on exhibits and implementing opening and closing procedures (e.g. operating lights, computers, projectors etc.) as required.

Implement the intruder and fire alarm systems in accordance with the security policy.



Provide gallery and programme information to the public, artists, partners and suppliers in a manner that represents the organisation, in-person and via mail, email, telephone, or any other communication channels.

Carry out art sales by cheque, cash and other methods of payment used by the gallery.

Operate within and to company policies and procedures, including H&S.

Be collectively responsible for the upkeep of the gallery, keeping the public and office areas safe, clean and tidy.

Positively contribute and engage with Castlefield Gallery internal meetings, not limited to but including staff meetings, programme meetings, and Board Meetings / AGMs where applicable.

Be a strong and effective advocate for Castlefield Gallery and all its activities, including developing and maintaining good internal and external relationships, including from time to time representing the organisation externally.

Be active in identifying and sharing advocacy and external relations opportunities for Castlefield Gallery, attend relevant meetings.

Liaise effectively with Castlefield Gallery key stakeholders, especially artists.

*This job description cannot be considered to be exhaustive and other duties will be determined by circumstances as and when required.*

## **Person Specification**

### **– Communications and Audience Development Coordinator**

#### **Essential:**

Experience in a similar role, preferably within arts / cultural / creative communications, marketing and audience development.

Experience of delivering marketing and communications campaigns, including leading PR.

Knowledge and experience of marketing methods and channels.

Strong organisational skills, ability to plan and prioritise own work in the context of wider organisation workloads and workflow.

Ability to strike an appropriate balance between delivering the 'bigger picture' whilst having an eye for detail and fulfilling administrative duties.

Strong literacy skills and overall excellent written and oral communication skills - confidence in communicating with a wide range of people.

Strong copywriting and proofreading skills, and experience in contributing to and coordinating press releases, press and media liaison.

Evidenced track record of developing and maintaining press and media contacts, attracting publicity.

Experience of website development and management.

Experience of digital marketing techniques, analytics, and track record of delivering creative, story led social media.

Good eye for design and experience of commissioning artwork / design, print.

Understanding of, and experience of, delivery of audience development and segmentation.

Knowledge of data protection.

Computer literate and confident, especially in the use of social media platforms and content creation, marketing platforms such as Mailchimp, standard Microsoft Office applications, and content management systems such as WordPress.

Resourcefulness, a creative approach to working with limited resources.

Willingness and ability to handle a range of administrative duties and tasks.

Ability to work as part of a team and work under pressure in a timely way.

Effective communicator in person, on the telephone and in writing, with excellent interpersonal skills, in particular when working with colleagues and key stakeholders.

A motivated, well organised person able to work independently and proactively as part of a team, to achieve high standards and create positive impacts for the organisation.

Flexible approach to working hours and willingness to work on a rota basis to cover weekends, out of hours or additional hours on occasion if required, work off-site and travel.

Willingness to adhere to all organisational policies including but not limited to equal opportunities, health and safety.

Commitment to the principles of equal opportunities.

Ability to identify and implement creative solutions.

**Desirable:**

Experience of informing and administering budgets.

Experience of delegation and/or placement, intern, volunteer supervision.

A passion for art / contemporary visual arts.

Understanding of the not-for-profit / charitable sector.

Understanding of the principles of risk assessment.

Knowledge and awareness of relevant legislation such as the Health and Safety.

Adobe Creative Suite: InDesign, Photoshop and Illustrator

Working knowledge of Premiere Pro or other video editing software

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