

HLF Communications Traineeship

Work based training tasks and projects

Background

For over a century the Whitechapel Gallery has premiered world-class artists from modern masters such as Pablo Picasso, Jackson Pollock, Mark Rothko and Frida Kahlo to contemporaries such as Sophie Calle, Lucian Freud, Gilbert & George and Mark Wallinger.

With beautiful galleries, exhibitions, artist commissions, collection displays, historic archives, education resources, inspiring art courses, dining room and bookshop, the newly expanded Gallery is open all year round, so there is always something free to see.

The Gallery is a touchstone for contemporary art internationally, plays a central role in London's cultural landscape and is pivotal to the continued growth of the world's most vibrant contemporary art quarter.

Heritage is a major part of the Gallery's structure, programming and history and is incorporated into departmental daily activities in project specific areas within Development, Education and Exhibitions, and more generally into areas of organisational activity relating to the wider context of the arts sector. These are identified as conservation and sustainability within the Operations team, marketing of the organisation's heritage as part of the Communications department and access awareness through Visitor Services.

Trainees will gain valuable departmental skills and experience as outlined in this document combined with workshops and training, as a cohort, for specialist heritage skills. This training will complement the work of the department and allow each trainee to gain an insight into how heritage and conservation is relevant across the Gallery by undertaking training in project management, research into local history, collection conservation, digital technology, customer care and communications.

The Communication trainee will have the opportunity to research and develop ideas around engagement with the community, when interpreting exhibitions. Actual heritage focused projects will be agreed during the induction period between trainee and line manager.

Communication Department

The Communications Department consists of: Head of Communications; Media Relations Manager; Design & Production Manager; Marketing Manager, Press Officer, and Communications Apprentice.

Supervisor

The Communications Traineeship will be supervised by the Head of Communications.

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Tasks and Projects

Across the year, the Trainee can expect to receive work-based training and supervision in performing the following tasks:

- **Time Out First Thursdays**

The Whitechapel Gallery organises Time Out First Thursdays, a coordinated late opening of galleries in east London until 9pm on the first Thursday of each month. The Communications trainee will liaise with participating galleries in the organisation of First Thursdays. This involves ensuring submission deadlines are met, maintaining the First Thursdays website and Facebook page, generating the monthly e-newsletter, managing print supplies and delivery, and arranging the First Thursdays bus tours and tour guides.

- **Marketing and Audience Development**

The Communications Department is consistently looking at ways to reach new audiences and tailor the distribution of marketing materials for each exhibition. The Communications trainee will often project manage research, the co-ordination of distribution, and data entry and management. In addition, the Gallery is increasingly focused on digital marketing and the Communications trainee will assist the department in online activities including updates to Twitter, Facebook, Flickr, You Tube and the Gallery's website. The Communications trainee will also contribute to the print production and approval process in the Gallery.

- **General Research and Administration**

There will be various projects involving more general research throughout the traineeship, in the past this has ranged from documenting signage and accreditation in other museums/galleries to researching new avenues of publicity for upcoming exhibitions. More specifically, this includes:

- Online Listings - Updating the Gallery's forthcoming events and exhibitions on various sites.
- Data Updates - Assisting the Communications Department in data updates using Excel documents and the Raiser's Edge database.
- Print Distribution - Assisting with the distribution of marketing materials in the gallery and in other venues.
- Press Cuttings - Copying and filing press cuttings.
- On Records - Collating information for and printing the quarterly reports on exhibitions.
- Press Packs - Collating information, creating image sheets and preparing press packs.
- In-house signage – Assisting with the maintenance of on-site marketing materials and directional signage.

Accreditation:

All six HLF Trainees will undertake an EDI Level 3 Diploma in Cultural Heritage. The pathway within this qualification will be chosen with the guidance of line managers and an EDI assessor according to the specific duties of the Trainee. All accreditation is work-based, and assessed through work-based evidence collection with the guidance of an EDI assessor. Level 3 is an A-Level equivalent qualification. Applicants who have studied to level 3 and beyond in an academic context are not excluded from applying due to the specialised nature of the course content and the invaluable real-world context of the work-based training, however it is recommended that all candidates read the EDI Candidate Pack carefully and consider the suitability of this qualification to their individual needs before applying. The full candidate pack for the EDI Level 3 Diploma in Cultural Heritage is included in the Application Pack.

Competencies

- Knowledge of the local area and local arts organisations
- Knowledge of the arts and the marketing of galleries
- Content management skills for web sites
- Ability to operate social networking systems as a tool for marketing and promotion
- Research skills
- Copy editing and writing skills
- Initiative and problem solving
- Communication and team working skills
- Ability to manage a busy and complex workload
- Experience with software such as InDesign and Photoshop

Please demonstrate how your skills and experience match the competencies for this role when making an application. Before making an application, please refer to the information provided regarding entry criteria for the HLF Skills for the Future Traineeships programme.

Other details

- Traineeship Coordinator: Administration Manager
- Supervisor: Head of Communications
- Hours: 9:30- 5:45pm, with an hour for lunch. Monday - Friday
- Duration: 12 months
- Bursary: £14,500 (paid in 12 monthly installments)
- Benefits (subject to availability): Discount at the Whitechapel Café/Bar, discount at the Gallery bookshop and a card which offers free entry to a number of London museums and galleries

Closing date: Midnight Sunday 5 April 2015
Interviews: Wednesday 22 April 2015
Start date: Tuesday 2 June 2015

Skills for the Future Traineeships are supported by the National Lottery through the Heritage Lottery Fund.

The Whitechapel Gallery strives to be an equal opportunities employer and welcomes applications from all sections of the community.

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