

Audiences & Communications Officer – Fixed Term Contract

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 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.

Role

The Audiences & Communications Officer is responsible for supporting the integrated delivery of ambitious, creative, and impactful media and marketing campaigns. As a team, we raise the profile of the Gallery and engage diverse audiences with its rich programme of exhibitions, new artist commissions and editions, influential talks, educational activities, an annual east London festival, publishing projects and more.

Accountability

The Audiences & Communications Officer is one of two officer positions on the team and is accountable to the Director of Audiences & Communications. The role works closely with a Design & Production Manager, PR and Marketing Agencies, and colleagues at all levels across the Gallery.

Duties and Responsibilities

Media

- Act as first point of contact for all enquiries to the press office email inbox
- Organise and attend weekly PR Agency Meetings
- Secure copyright permissions for images for press and marketing
- Create approved media materials, e.g. image sheets, press releases
- Respond to and supervise media filming requests

Job description

.....

- Update the website with press materials and as required

Editing/Proofing

- Proofread all copy generated for marketing and press activities
- Ensure copy-writing style guidelines are up to date and followed

Website

- Create and update WordPress webpages for Gallery activities seasonally
- Liaise with Visitor Experience team to incorporate booking/ticketing links
- Ensure that webpages are approved by relevant supporters and partners

Social Media

- Respond to general information enquiries on social media
- Actively follow/like contributors to the Gallery's activities and partners
- Meet colleagues monthly to keep the Comms Hub Master Calendar up to date and prepare posts for the full range of Gallery activities
- Organise weekly team meeting to approve posts ahead of scheduling
- Using Hootsuite, schedule all approved organic social media on Instagram, Facebook, Twitter, including grid posts, stories, reels, and lives

Email

- Act as the first point of contact to the general Marketing email inbox
- Ensure that the Comms Hub monthly email schedule is up to date
- Write, approve and schedule bi-weekly newsletters using Mailchimp
- Create and approve dedicated e-newsletters for new events and products

Advertising

- Contribute to seasonal advertising campaign development
- Support the Director of Audiences & Communications in booking paid outdoor and print advertising
- Support the creation of assets for and contribute to the growth of seasonal paid social advertising activity

Film Content

- Create and approve film briefs
- Organise and supervise filming with a range of freelance filmmakers

Membership Administration

- Issue Welcome packs to new members working with an external mailing house and Visitor Experience team
- Organise professional development opportunities for artist members
- Support the integration of new Membership/Ticketing system and keep membership data up to date on Raiser's Edge

Audience Research

- Support the weekly completion of exit surveys and audience research
- Act as a point of contact with The Audience Agency/audience research
- Contribute to the development of audience research

Events

- Organise the logistics for all media and membership events at the Gallery, creating booking forms and liaising with Operations team and franchises
- Liaise with and support the Visitor Experience team on First Thursdays monthly tours of East London galleries

Reports

- Compile and email each morning a report of media coverage and social media to internal and external stakeholders
- Compile seasonal and special project On Record reports for all departmental activity, sharing with supporters, partners, and the Archive
- Compile monthly digital report of social media, website, and email audience engagement

Departmental Administration

- Maintain subscriptions for media outlets and the range of digital marketing suppliers including Hootsuite, Mailchimp, Dropbox
- Maintain accurate departmental database contact lists
- Process monthly departmental credit card receipts and supplier invoices
- Support the team in keeping the departmental budget record up to date
- Log and archive press cuttings
- Maintain a clean and tidy office, with efficient filing systems
- Help and support the department as required.
- Any other duties requested by the Director of Audiences & Communications

Internal and External Stakeholder Advocacy

- Build effective working relationships and processes with the Audiences and Communications team and with the Director, Exhibitions, Education and Public Programmes, Development, Ventures, and Visitor Services
- Develop and at times manage strong relationships with artists (and their studios, galleries, estates, publishers), putting them at the heart of all thinking and activity

- Develop and manage strong relationships with agencies, influencers, advocates, members, and reciprocal galleries to continually raise the profile of the Gallery
- Maintain and continue to grow a strong working relationship with the Max Mara Art Prize for Women project team, artists and partner PR agencies
- Support team relationships with East London galleries participating in First Thursdays

Personal Specification

Essential

- Knowledge and experience of working in a similar role for 2+ years at a cultural organization with a local, national, and international reputation
- Confident and an excellent communicator, verbally and in writing to a variety of audiences
- Demonstrable knowledge of and passion for modern and contemporary art, and the work of Whitechapel Gallery
- Highly computer literate in for example image files, Photoshop, websites, databases, Word, Excel, Social Media, Mailchimp
- Ability to remain calm under pressure
- Ability to use own initiative, take responsibility for tasks, complete them efficiently to deadline
- Outstanding proven administrative and time management skills
- Ability to work as part of a team and independently
- Experience of liaising with people at all levels

Desirable

- Experience of using Raiser's Edge database and ticketing systems
- CIM qualified or part qualified, or other marketing qualification or training
- Knowledge of graphic design and In Design
- Knowledge of HTML

Equality, Diversity & Inclusion

Whitechapel Gallery is undertaking a major policy review to address systemic discrimination; and considering what part we can play in reforming the arts sector overall. We are auditing our programmes, our staff, and our audiences to assess successes and failures and bring about reform and innovation. Our Action Plan is guided by staff, but also draws on the experience of external organisations dedicated to combating racial injustice and social inequality. We

want our workforce to represent all sections of the community and expect all our workers to have a strong commitment to work with the Gallery in creating an equal, diverse, and inclusive workplace. Our ambition is to reflect society and to create a diverse, inclusive, and welcoming environment for all to experience art.

Conditions of Work

- Fixed-Term, 12 months
- Hours of work: Full-time, 9:30am – 5:45pm, with one hour for lunch. Some evening work will be required, however time off in lieu will be offered
- Salary: £24,000 gross per annum
- Probation period: 2 months
- The period of notice is 2 months in writing on either side

In addition, the benefits you are eligible to receive are, subject to availability:

- 25 days annual holiday (pro rata for part-time staff)
- Option of 4% gross contribution to the Gallery's pension scheme.
- Discount from the Whitechapel Gallery bookshop
- Discount from the Townsend Restaurant
- Discounts on editions (one per edition) and publications (one per edition), depending on availability
- Training opportunities
- £200 annual travel grant (pro rata equivalent for part time staff)
- Access to the Employee Assistance Programme