**Audiences & Communications Manager (Fixed-Term, 12months)**

**Role**

The Audience & Communications Manager is responsible for proactively project-managing the delivery of integrated seasonal promotional campaigns, the publishing schedule for Whitechapel Gallery’s digital channels, and representing the team to give timely updates at key internal and external stakeholder meetings.

Through effective communications, the Audiences & Communications team engages diverse audiences with the Gallery’s rich programme of exhibitions, new artist commissions and editions, influential talks, educational activities, an annual east London festival, publishing projects, as well as income generating initiatives such as an annual gala.

This interim role is to support the team while improvements to our organisational IT systems, a new CRM and new online trading solutions are planned and implemented.

**Accountability**

The Audiences & Communications Manager reports to the Director of Audiences & Communications.

The Audiences & Communications Manager is responsible for line-managing:

* Audiences & Communications Officer (Full time, fixed term)
* Paid Social Freelancers
* Freelance Writers/Editors
* Freelance Filmmakers
* MA Graduate Placements

**Duties and Responsibilities**

Media

* Attend weekly PR Agency Meetings to ensure that press release and image kits are kept to schedule, acting as a liaison with curatorial staff if needed
* Represent the department key sponsor meetings, co-ordinating clear updates on press activity in a timely fashion

Editing/Proofing

* Proofread all copy generated by our colleagues, agencies, and the Audiences & Communications Officer, including press releases, website, social, printed guides, postcards, posters, reports, and signage
* Ensure that the Gallery’s copy-writing style guidelines are up to date and followed

Website

* In response to seasonal programme changes, and external audience needs, lead on the planning and review of homepage content updates and key site updates in a weekly Digital Channels meeting with the Audiences & Communications Officer
* Attend and lead the agenda on regular monthly Digital Channels meetings with colleagues across the organisation, ensuring that relevant content is co-ordinated for exhibitions, events, commercial and fundraising activities in a timely way to ensure website visibility

Social Media

* Manage a Paid Social freelancer relationship for seasonal promotional campaigns, liaising to define audiences, track performance, respond to insights, and support internal reporting
* Represent the department in key project and sponsor meetings, co-ordinating clear updates and plans for social activity in a timely fashion
* Meet with colleagues across the gallery monthly to collate images and draft copy and to keep the Comms Hub Master Calendar up to date with posts for the full range of Gallery activities including exhibitions, public programme and education events and commercial activities
* Approve posts ahead of scheduling in the weekly Digital Channels meeting

for Instagram, Facebook, Twitter, including grid posts, stories, reels, and lives

Email

* Support the Audiences & Communications Officer in being the first point of contact to the general Marketing email inbox
* Ensure that the Comms Hub monthly email schedule is up to date
* Approve content and schedule bi-weekly newsletters using Mailchimp
* Approve dedicated e-newsletters and secure approval for new artist editions, publications, venue hire, opening events, education activities etc.

Advertising

* Contribute to seasonal advertising campaign development
* Attend weekly creative agency meetings as required, collaborating to shape the agenda, co-ordinating feedback, and keeping campaign schedules on track for delivery
* Manage the booking paid outdoor and print advertising, as directed by the Audiences & Communications Director
* Manage the creation of assets for and contribute to the growth of seasonal paid social advertising activity, supported by the Audiences & Communications Officer and freelancers, and agencies

Film Content

* Manage and approve the briefs for, the organisation of and supervision of filming working with the Audiences & Communications Officers, and a range of freelance filmmakers

Membership Administration

* Support the Audiences & Communications Officer in the Administration process
* Issue Welcome packs to new members working with an external mailing house and Visitor Experience team
* Organise a programme of engaging professional development opportunities for artist members
* Support the integration of new Membership/Ticketing system and keeping membership data up to date on Raiser’s Edge

Audience Research

* Act as the primary point of contact between internal teams and The Audience Agency
* Support the weekly completion of exit surveys and audience research
* Contribute to the development of audience research

Events

* Supervise the Audiences & Communications Officer in the organisation of 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

* Manage the scheduling, preparation and delivery of all reports, supported by the Audiences & Communications Officer, including:
* A media coverage and social media report each morning to internal and external stakeholders
* A seasonal and special project On Record reports for all departmental activity, sharing with supporters, partners, and the Archive
* A monthly digital report of social media, website, and email audience engagement

Departmental Administration

* Review the budget and invoices monthly for subscriptions for media outlets and the range of digital marketing suppliers including Hootsuite, Mailchimp, Dropbox
* Maintain accurate departmental database contact lists
* Support the team in keeping the departmental budget record up to date
* 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 4+ 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 image files, Photoshop, websites, databases, Word, and Excel
* Ability to remain calm under pressure
* Ability to use own initiative, take responsibility for tasks, complete them Outstanding proven administrative and project management skills
* efficiently to deadline
* 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
* Knowledge of graphic design and In Design
* Knowledge of HTML

**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:
* 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 leave (pro rata for part-time staff).
* Option of 4% of your gross annual salary employee contribution, 4% employer contribution to the Gallery’s pension scheme.
* Access to Employee Assistance Programme
* Discount from the Whitechapel Gallery bookshop
* Discount from the Townsend Restaurant
* Discounts on editions (one per edition) and publications
* Training opportunities
* £200 annual travel grant (pro rata equivalent for part time staff)
* Cycle to Work Scheme