

## Job description

.....

### **Audiences & Communications Editorial Manager**

**Fixed-term 12 months**

#### **Background**

Whitechapel Gallery is the artists' gallery for everyone.

For over a century Whitechapel Gallery has engaged young and diverse audiences by premiering world-class artists from modern masters such as **Pablo Picasso**, **Frida Kahlo**, and **Hannah Höch** to contemporaries such as **Zarina Bhimji**, **William Kentridge** and **Cindy Sherman**.

With beautiful galleries, exhibitions, artist commissions, collection displays, historic archives, education resources, inspiring art courses, dining room and bookshop, the 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.

#### **Role**

The Audiences & Communications Editorial Manager works in a hands-on capacity to ensure that Whitechapel Gallery provides existing, potential, and new audiences with accessible, engaging, and inclusive information about exhibitions, events, education activities and income generating initiatives. An accomplished cultural writer, editor, content producer, commissioner, and stakeholder manager, this role collaborates with curators, designers, and filmmakers to create consistent, high-quality print and online content that engages 3m+ public annually.

#### **Accountability**

The Editorial Manager is responsible for line managing the Audiences & Communications Officer, and commissioning and line-managing freelance design & production and film

direction to support the work and objectives of the whole organisation. The Editorial Manager reports to the Director of Audiences & Communications.

### **Overview of Duties and Responsibilities**

- Develop and manage Whitechapel Gallery's organisational style guidelines tailored to diverse audience needs and a variety of platforms, effectively supporting colleagues at all levels to use them
- Edit all copy and imagery in a hands-on capacity before it is published on Whitechapel Gallery's website, ensuring that it offers a dynamic editorial journey informed by organisational objectives and audience insights, and that the homepage, exhibitions, events, learning, support, about, visit, blog, and membership areas are all accessible, engaging, and inclusive
- Commission and edit content for seasonal campaign distribution on and off site; in print, leading on the seasonal content for the What's On Guide, event postcards and maps, and online, creating animated and live content for social media advertising
- Manage the editorial schedule for, and review and edit content for Whitechapel Gallery email newsletters, organic social media, and gallery interpretation, informed by audience insights
- Proactively contribute content development timelines to a centralised departmental planning schedule for all digital, exhibition print and interpretation
- Plan and manage the departmental editorial and content budget including allocations for freelance design work, film direction and image copyright permissions
- Build collaborative, effective working relationships with all internal stakeholders ranging from artists to supporters, curators, and events teams.
- Represent the team and Gallery at internal and external events and meetings
- Support the team if needed in other areas, as requested by the Director of Audiences & Communications

### **Person Specification**

#### Essential

- At least seven years' experience as a cultural writer and editor in a hands-on capacity, at relevant publications, associations, or institutions
- Proven experience of engaging existing and new audiences through the creation of accessible, engaging, and inclusive content
- Adept at proof reading and writing copy, editing imagery and film, at speed
- A meticulous approach to detail, always ensuring consistent high standards
- A confident researcher, with the ability to identify and locate appropriate experts, and rigorously check all content is factually accurate
- Proficient at managing and scheduling varied content, daily, weekly, and seasonally
- Flexible at working under pressure to short deadlines, and planning in detail, to ensure opportunities are not lost
- Equipped with strong inter-personal skills to collaborate effectively with all internal and external stakeholders

- IT literate and highly confident in directly using websites, email, social media

#### Desirable

- BA in journalism, publishing, or English or a related field
- Knowledge of contemporary art
- A wide and strong network of designers, filmmakers, writers, and creative producers relevant to support the work of the department at Whitechapel Gallery

#### **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: from £35,000 gross per annum, depending on experience
- 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 to join the Gallery's NEST 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