

Introduction

This pack contains information on the role of **Audience Development & Communications Manager**, including the job description and person specification, overview of Photoworks and details on how to apply.

The new role of Audience Development & Communications Manager will play a key part in delivering the organisation's ambitious plans for the future.

Photoworks operates across the UK to promote and develop contemporary photography. We do this by supporting artists to make new work; by producing and curating exhibitions and events that can be enjoyed by a wide audience; and by publishing writing about photography both in print and online. Much of what we do is free to access and enjoy.

Learning and engagement is at the centre of what we do. Our award-winning learning programmes are aimed to break down barriers and invite everyone to participate – regardless of their background or ability.

This post is an exciting opportunity to work with the Deputy Director to develop and implement an organisation-wide audience development and communications strategy to support Photoworks' growth and fundraising plans. Key amongst the early projects for this role is to plan, develop and implement a successful rebrand of Photoworks to prepare for the organisation's 25th anniversary in 2020.

Photoworks is a registered charity and Arts Council England National Portfolio Organisation. We raise additional income through trusts and foundations, corporate partnerships and earned income including membership.

As a non-venue-based organisation, we partner with organisations and venues across the UK to deliver our programmes. Our team of eight full-time and part-time staff, supported by volunteers and freelancers, are based in a contemporary and creative office within the University of Brighton, with whom we have a long-running partnership.

Photoworks strives to be an organisation that represents a broad range of experiences and perspectives. We are particularly interested to hear from candidates who are underrepresented in our sector, including those from minority ethnic backgrounds and with disabilities. We also encourage candidates from a range of backgrounds and disciplines, including those from outside the arts/charity sector, to apply for the role.

To apply, please email your CV (no more than two pages) and a cover letter outlining how you meet the criteria for the role. Candidates must also complete our anonymous monitoring form (<https://forms.gle/xxbRKXJBAu3iLg9T9>).

Deadline for applications is **9am on Tuesday 28th May 2019**. Interviews will be held on **Monday 3rd June 2019**.

Shoair Mavlian
Director, Photoworks

Job title:	Audience Development & Communications Manager
Location:	Photoworks office, Brighton
Working hours:	Usual working hours are 09.00 to 17.00, three days per week. Occasionally, evening and weekend working will be required (by prior agreement).
Line manager:	Deputy Director
Salary:	£27,000-£30,000 per annum pro rata, depending on experience
Pension:	Employees are entitled to a company pension.
Annual leave:	20 days' basic plus Bank Holidays (pro rata) and Christmas closure (office closes on 24 December and reopens on the first working day of the new year).
Contract type:	Fixed-term (two years followed by review). The contract includes a six-month probationary period.

JOB DESCRIPTION

Purpose of the role

Working closely with the Deputy Director, the Audience Development & Communications Manager is responsible for raising awareness of the Photoworks brand to support audience growth, partnerships and income generation.

As Audience Development & Communications Manager, you will be responsible for shaping and implementing an organisation-wide communications strategy that delivers tangible audience development outcomes.

You will also develop and implement strategies for Photoworks' commercial activities - including online shop and membership sales - in order to increase our income.

MAIN RESPONSIBILITIES

Audience development and communications

- Work with the Deputy Director to produce an organisation-wide communications strategy aimed at improving brand awareness and achieving audience growth.
- Oversee a rebrand and web redevelopment project ready for Photoworks' 25th anniversary in 2020.
- Manage external PR consultant to maximise media coverage and position the organisation in accordance with the communications strategy.
- Oversee the implementation of social media strategy and support when needed.
- Write copy for press releases and e-newsletters.
- Work with the wider team to refresh organisational tone of voice.
- Manage comms relationships with partner organisations, ensuring messaging is aligned and the Photoworks brand is represented appropriately.
- Work with the wider Photoworks team to ensure a first-rate visitor experience both online and physical (exhibitions and events).
- Brief and manage a range of creative agencies as required.

Income generation

- Working with the Deputy Director, develop and implement strategies to grow Photoworks' membership base and increase income from print sales, online shop and events, working to agreed targets for these areas.
- Working with the Deputy Director, ensure that communications activity supports the organisation's fundraising objectives.
- Working with the Director and Deputy Director, identify sponsorship opportunities and put together proposals.
- Working with the Deputy Director, produce quarterly e-communications for existing donors and Patrons.
- Manage relationships with Photoworks members, including regular e-communications with the aim of developing stable, long term growth for the membership.
- Monitor and analyse membership and online customer data to understand performance.
- Identify and develop additional future incomes streams for Photoworks as required.

Reporting and analysis

- Compile and analyse audience data and research, including web and social media analytics provided by the Digital Programme Producer, to inform ongoing strategy and comms activity.
- Produce analysis for Board reports on audiences, membership and commercial activity.

Other

- Line manage the Digital Programme Producer, setting clear goals and supporting personal and professional development.
- Assist the team in the efficient day-to-day running of the organisation when needed.
- Act in accordance with Photoworks policies including diversity, equal opportunities, safeguarding and H&S.
- All Photoworks employees are required to support the organisation's fundraising aims - by acting as ambassador for the organisation, supporting excellent relationships with existing and prospective funders, and identifying opportunities.
- As a member of the Photoworks team, you will be asked to attend key events and exhibitions in our programme, both in Brighton and elsewhere.

COMPETENCIES

Knowledge and experience (essential)

- Experience working in a similar role (this does not have to be within the arts or charity sector).
- Educated to degree level in a relevant subject, or good general knowledge of history of art/photography, or experience of working in the (visual) arts (including voluntary/freelance roles).
- Proven experience of developing and increasing audiences.
- Understanding of audience research, segmentation and development.
- Experience of managing and nurturing relationships with a range of partners and stakeholders.
- Experience managing projects and budgets.
- Experience of running successful (social media) campaigns.
- Experience working with MailChimp or similar eCRM platforms.

- Experience of developing and implementing audience and communications strategies at organisational as well as campaign level.

Knowledge and experience (desirable)

- Line management experience including goal setting and personal development.
- Experience of rebranding projects.
- Experience in managing agency partners.
- Experience working in the (visual) arts sector.
- Experience working in the charity sector.

Skills and abilities (essential)

- Excellent organisational skills, with the ability to plan and deliver multiple projects simultaneously to time, to budget and to a high standard.
- The ability to stay calm under pressure and prioritise workload to accommodate urgent tasks.
- Excellent verbal and written communication skills, with the capacity to produce copy that is accessible for a range of audiences.
- Strong social media skills and understanding of different social media platforms (particularly Instagram, Facebook, Twitter and LinkedIn).
- Ability to communicate effectively and passionately the vision of the organisation to partners, funders, the visual arts sector and the wider community.
- Excellent negotiating skills with ability to establish partnership opportunities and relationships.
- High degree of IT literacy, including proficiency in using all Microsoft Office applications.
- Strong interpersonal skills, with an ability to build effective working relationships with a range of colleagues and stakeholders, and a positive manner.
- Understanding of finances and commercial acumen.
- Leadership and influencing skills.

Skills and abilities (desirable)

- Graphic design skills.

Attributes and personal qualities

- A commitment to, and understanding of, the principles of diversity and representation, combined with how to apply them to everything you do at work.
- Strategic and creative thinker, flexible and open to new ways of working.
- The ability to think creatively about storytelling.
- Passion for communicating with and inspiring audiences, communities and partners.
- Knowledge of and interest in history of photography/history of art, contemporary photography and cultural trends.
- Interest in working at Photoworks.