

## **Contemporary Art Society**

### **Job Description**

<b>Job title:</b>	Communications Co-ordinator
<b>Reports to:</b>	Curator of Digital
<b>Department:</b>	Digital and Communications
<b>Lateral Relationships:</b>	Entire team
<b>Subordinates:</b>	None

#### **Main objectives:**

The Communications Co-ordinator will work closely with the Curator of Digital to deliver an organisation wide digital strategy.

#### **Background**

We have gifted over 10,500 works of fine art and craft to public collections since our foundation in 1910.

In June last year we launched a new website, which for the first time in our 114 year history gives public access to information about the works we have placed in public collections. Having developed this public resource, we wish to develop the website as a platform on which to build our digital activity, to create lively, informed, authoritative content that brings the stories behind the artworks to life.

Our Communications activity will be concentrated on our digital offer, harmonised across the website and social media platforms. As part of this refocus we have created two new roles, a Curator of Digital and a part time Communications Co-ordinator. Both these roles will work alongside our curatorial team.

#### **Key responsibilities:**

- Co-ordinate regular email campaigns, including monthly newsletter, weekly exhibition review, as well as ad hoc e-mailouts, gathering content from colleagues across the organisation.

- Manage the email marketing lists on Get Response.
- Assist the Curator of Digital (line manager) in managing, executing and developing our content strategy.
- Publish social media content, including LinkedIn, X, TikTok, Instagram and Facebook.
- Analyse social media metrics, trends, making ongoing recommendations for delivering better social media activity and results.
- Create visual assets for marketing campaigns, working with the Curator of Digital to produce/edit videos, images and infographics.
- Liaison with Marketing teams within our Member Museums to co-ordinate marketing and press activity.
- Support the documentation of online and in person events.
- Any other duties appropriate to the post as assigned by the Curator of Digital or members of Senior Management Team.

## **Person Specification**

### Essential

- Proven experience within a Communications team.
- A quick learner with strong attention to detail.
- Someone with excellent verbal and written communication skills.
- Highly organised with excellent time management and ability to work under pressure.
- Knowledge of SEO and optimising websites to improve engagement.
- Knowledge of Google Analytics and other web/ user performance tools to analyse website performance.
- Strong interest in modern and contemporary art.
- Creative problem solver and awareness of best practice marketing guidelines.
- Commitment to inclusion and diversity across all areas of our work.

### Desirable

- Knowledge of film editing software, such as Adobe Premiere Pro.
- BA in an arts-related subject.