

Job Description

Job Title:	Communications Manager
Reports to:	Head of Development and External Relations
Department:	Development
Lateral Relationships:	All departments
Contract:	Permanent full time
Probationary period:	3 months
Notice period:	3 months

Main Objectives:

To be responsible for all press; digital communications; social media, print and the CAS website. To formulate and manage communications across different strands of activity for the Contemporary Art Society - Curatorial, Consultancy and Development - including ongoing activity and short-term campaigns, fundraising events and Special Projects.

Background

The Contemporary Art Society champions the collecting of outstanding contemporary art and craft for public collections in the UK.

The Contemporary Art Society donates works of modern and contemporary art to 72 member museums and public galleries in the UK, where they are enjoyed by over 21 million visitors a year. Over 10,000 works have been donated to public collections since our foundation in 1910 – from Bacon, Freud, Hepworth and Moore in their day through to the influential artists of our own times.

The Contemporary Art Society is the Subject Specialist Network (SSN) for contemporary art in the UK, disseminating the latest knowledge and expertise for arts professionals through a year-round programme of workshops and conferences.

Based in London, we raise income through an international network of patrons and private collectors, ensuring that funding for art is distributed for the benefit of the whole nation.

As an organisation with a national remit, we recognise our responsibility not only to be actively anti-racist in all aspects of our own activity, but to promote and encourage anti-racist action through our networks across the country. If our external communications accurately reflect the diversity of our public and professional programmes and reinforce our commitment to promote anti-racist action through our networks.

Diversity and Inclusion is at the heart of everything we do and we are committed to cultivating a fair and healthy environment, where everyone can be themselves and thrive. We work to ensure that our recruitment processes are as inclusive as possible. This includes making adjustments for people who have a disability or long-term condition. If you would like us to make adjustments during the application process, please contact us.

The role will be charged with ensuring that the values and priorities of the organisation are reflected in all external communications.

In 2022 the Contemporary Art Society will focus on a complete overhaul of its website and integration of its acquisitions database. We have been developing this database for the past six years in readiness for it becoming a publicly accessible online resource. This fully funded work will be led by Un.titled, a creative digital agency. The Communications Manager will be the first point of contact on this initiative and responsible for overall management of the project.

Key responsibilities:

To maximise visibility of all areas of our work, including Acquisitions, Fundraising and Consultancy.

To regularly review all communication strands to ensure they are effective.

Website:

- This role will create a new CAS website in conjunction with Un.titled, migrating assets from the old website to the new one and integrating the online catalogue and consultancy sites
- Coordinate the internal and external project teams on this initiative
- Work with the Head of External Relations to design and implement a launch strategy
- Update and maintain the website post launch
- Edit films that showcase our work prior to publication

Brand assessment and implementation:

- Ensure all communications comply with CAS brand guidelines
- Make recommendations to ensure awareness of the CAS brand
- Identify and define the Consultancy brand within the overall brand
- Ensure that all printed materials, official verbal and written communication and the public programming conveys the brand

Social media:

- Develop and implement a social media strategy to drive growth and engagement across social media platforms
- Manage social media to promote acquisitions, consultancy and other areas of work as applicable through all social media platforms, including Twitter, Instagram, Facebook and Vimeo

E-Communications:

- Manage Contemporary Art Society bulletins
- Be responsible for gathering all information from other departments
- Be responsible for copy editing all material for publication

Development:

- Help create sponsorship proposals, including providing stats on social media, website and press figures
- Maximise opportunities for driving income through communications

Consultancy:

- Support the Consultancy team in its work to extend its client base and branch into new market segments through close relationship with the Art Producer who is focused on communications.

External Relationships:

- Press and marketing leads at commercial galleries, museums and artist studios, as well as occasional work with PR agencies
- Key role in relationship with select corporate partners

Press liaison:

- Ensure high-profile arts and other media attendance at key events
- Maintain positive press relations throughout the year with key Arts Editors, correspondents and critics
- Raise awareness of consultancy services through marketing and press communications as well as of consultancy projects in progress

Key One off Initiatives

- Develop materials, communications and a strategy for short term and one-off initiatives).

Offline:

- **Creative:** Commission filmmakers and other creatives to make content for CAS channels
- **Graphic Design:** Coordinate the design of all print materials
- **Media Partners:** Source appropriate media partnerships

Other

- Responsible for emailing lists across the organisation in conjunction with other teams
- To monitor all media platforms for any coverage of the Contemporary Art Society
- Produce PR summaries for the Trustees; disseminating information both internally and externally as required
- Engage key art figures with CAS events and to act as ambassadors
- To understand and comply with the CAS health and safety policy and other relevant procedures
- Work with Trustees with a specific focus on communications
- Any other duties appropriate to the post as assigned by the Head of External Relations.

This job description cannot be considered to be exhaustive and other duties not included above may arise from time to time, which the post holder will be expected to fulfil. These additional duties will be determined by circumstances and be as and when required.

Person specification

Essential attributes

- Strong digital communications skills and a solid understanding of the digital space.
- Excellent project and time management skills with ability to prioritise and manage conflicting demands.
 - Strong attention to detail
- Solid experience of managing social media channels, and keen interest in the latest social media trends and developments.
 - Proven track record of successful press and marketing campaigns in the visual arts
 - Knowledge of film editing software
 - Experience of internal and external communications
 - Knowledge of art world press and contacts
 - Ability to shape and implement a consistent brand identity throughout all communications
 - Educated to degree level
 - Excellent oral and written communications skills
 - IT literate with knowledge of MS office applications and Adobe Suite (Photoshop, InDesign)
 - Interest in and commitment to contemporary art

Desirable attributes

- Qualification or experience in marketing
- Experience of e-marketing