

# COMMUNICATIONS OFFICER APPLICATION PACK

CLOSING DATE: MON 1 APR, 10AM



# SLG

**1 Mar 2019**

Dear Applicant,

This application pack for the position of Communications Officer at the South London Gallery includes:

- About the South London Gallery
- Job Description
- Person Specification

Please complete the South London Gallery application form and equal opportunities monitoring form, which you can download from our website [www.southlondongallery.org/page/jobs-opportunities](http://www.southlondongallery.org/page/jobs-opportunities).

The purpose and key tasks and responsibilities of the position are set out in the job description. The knowledge and experience and skills and attributes we are looking for in the successful candidate are listed in the person specification. It is important to read carefully all the information before completing the form.

Please do not attach CV, references or educational certificates to your application form. Applications in the form of CVs will not be considered.

Please send completed applications to [recruitment@southlondongallery.org](mailto:recruitment@southlondongallery.org) with the subject line Communications Officer

The closing date for receipt of completed applications is **Mon 1 Apr 2019, 10am**. We regret that applications received after that time cannot be considered.

Interviews will be held on **Thu 11 Apr 2019**. Shortlisted candidates will be contacted by phone or email and invited to attend. The selection process will include a written application form. Shortlisted candidates will be invited to a panel interview with 5-min prepared presentation and a short paper and computer-based test. If you will require any special arrangements at any stage of the selection process, please fill in the relevant section of your application form or contact Cathy Hirschmann at [cathy@southlondongallery.org](mailto:cathy@southlondongallery.org) or telephone 020 7703 6120

We guarantee to interview all applicants with a disability who meet the essential criteria listed in the person specification and to appoint on the basis of objective criteria.

Unfortunately we are unable to write back to all applicants at the shortlisting stage, or to give specific feedback on why you have not been shortlisted. If you do not hear from us by **Mon 8 Apr** please assume that you have not been shortlisted in this instance.

If you have any queries regarding the process or the role please contact Cathy Hirschmann, Deputy Director, on 020 7703 6120 or at [cathy@southlondongallery.org](mailto:cathy@southlondongallery.org)

Thank you for your interest in the South London Gallery. We look forward to receiving your application.

Cathy Hirschmann  
Deputy Director



## South London Gallery

The South London Gallery (SLG) is a locally, nationally and internationally recognised centre for contemporary visual art with an acclaimed and award-winning education and outreach programme.



The gallery opened on its present site on Peckham Road in 1891 as the South London Fine Art Gallery and Library. Its founding mission to “bring art to the people of south London” is a vision which continues to hold true to this day, with a particular emphasis, over the past twenty years, in showing challenging new work by emerging and established British and international artists.

The gallery’s beautifully proportioned and high-ceilinged Victorian exhibition space is now complemented by a suite of buildings in a previously derelict neighbouring house and a purpose built extension which opened to the public in 2010. Offering a rich programme of exhibitions, film, performance, artist commission and residencies, together with innovative education and outreach projects, the SLG aspires to be internationally recognised for excellence and innovation, and to enhancing the quality of life in the local area.

The SLG’s successes in recent years, led by the gallery’s director Margot Heller, have resulted from the organisation’s capacity for excellence and risk-taking in contemporary visual arts programming, combined with its emphasis on inspiring new as well as established audiences through highly regarded education and outreach programmes. In the five year period following the gallery’s 2010 expansion, staff numbers more than tripled whilst the gallery transformed in scale, profile and impact with annual visitor numbers increasing more than five-fold from 25,000 to over 130,000.

The South London Gallery is a registered charity and receives annual income from funders Arts Council England, as a National Portfolio Organisation, and Southwark Council, while the remainder is raised from a range of sources including statutory funds, individual donations, corporate sponsorship and trusts.

## The former Peckham Road Fire Station

In September 2018 we opened a second site in the former Peckham Road Fire Station, across the road from the SLG's main site.



Dating from 1867 and the earliest surviving example of a purpose-built fire station in London, the derelict, four-storey building has been transformed into a new cultural centre, enabling the SLG to expand its programme, create a publically accessible archive and deliver a range of focused activities.

This new development enables the SLG to respond to increasing demand for its programmes, simultaneously ensuring that the Fire Station will be preserved for future generations to enjoy and provide much-needed free public space at a time of rapid change in the local area.

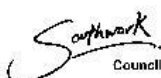
The SLG has been awarded funding from the Heritage Lottery Fund, the Mayor of London and others to enable the SLG to restore the building, deliver an extensive archive and heritage programme and open the building to the public.

### Image credits

1. South London Gallery. Photo: Andy Stagg
2. Katharina Grosse & Stefan Schneider, *Tiergarten*, South London Gallery, 2017, photo: Mark Blower.
3. Big Family Press with OOMK, South London Gallery, 2018. Photo: Manuela Barczewski
4. Visitor in Under the Same Sun: Art from Latin America Today, in the Main Gallery in 2016. Courtesy: Solomon R. Guggenheim Foundation and the South London Gallery. Photo: Andy Stagg
5. South London Gallery Bookshop. Photo: Rosie Reed Gold
6. School visit in the Orozco Garden.
7. Installation view of Pae White's 2013 exhibition *Too Much Night, Again*. Photo: Andy Keate
8. Big Family Press with OOMK, South London Gallery, 2018. Photo: Andy Stagg
9. Fire Station, South London Gallery. Photo: Dan Weill.



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## **Job Description**

<b>Job Title:</b>	Communications Officer
<b>Period:</b>	Permanent
<b>Hours:</b>	35 hours per week, generally 10am – 6pm Monday – Friday
<b>Salary:</b>	£24,000 per annum
<b>Pension:</b>	6% employer pension contribution
<b>Holiday:</b>	26 days pro rata plus bank holidays
<b>Reports to:</b>	Head of Communications
<b>Place of Work:</b>	South London Gallery, Peckham Road, London

The appointment is subject to a satisfactory DBS check.

We are particularly interested in applicants from low-income backgrounds and those from black and ethnic minority communities, who are under-represented in museums and galleries.

## **Purpose of the role:**

## **Key Tasks and Responsibilities**

The Communications Officer is responsible for contributing to the planning and delivery of communications and digital activities for the South London Gallery. Working alongside the Head of Communications and all gallery departments, the Communications Officer implements the SLG's communications strategy, reaching new audiences, creating engaging digital content, and enhancing visitor experience online and on site.

The role involves the full range of communication channels including PR, print, signage, digital, audio-visual interpretation, social media and marketing campaigns to profile the SLG's programme, education and outreach activities, bookshop and café. The position has an important focus on managing the gallery's website updates, social media platforms, e-marketing activity, audience analytics software and databases, as well as working on new digital projects. The Communications Officer also provides administrative support and assists at special events as necessary.

## **Key Duties and Responsibilities**

### **Audience Development**

- support the promotion of the SLG's exhibitions, events, heritage and education programmes, fundraising, café, shops and other projects;
- lead on reciprocal media swaps and regular communications with local universities, cultural organisations and stakeholders to reach the widest possible audience and work with the Head of Communications to identify relevant festivals and national initiatives;
- keep abreast of current trends and professional developments in communications and the arts industry;
- and support other departments including the archive, book shop and café, with their digital and marketing activities, ensuring best practice and integration with the SLG's communications activities.

### **Design, Print and Signage**

- support the production and distribution of print materials, including liaising with colleagues, artists, photographers, designers and printers, compiling content, formatting, proof reading and giving feedback;
- assist in creating in-house print materials using Adobe Software (Photoshop/InDesign/Adobe Illustrator); support colleagues across the SLG to follow style and design guidelines, create and share templates and monitor brand rules across internal and external communications;
- and contribute to the production of exhibition and gallery signage. Work with the Head of Communications and Front of House team regularly to review and implement improvements for signage, wayfinding and design across two sites (including updating digital screens).

### **Digital**

- working with the Head of Communications and gallery departments, devise social media and digital campaigns around the exhibitions, public programme and education programme, planning content and scheduling to ensure the most effective and diverse presentation of the galleries activities; introduce new initiatives (such as artist takeovers and heritage focus days) to boost engagement and broaden online audiences;
- create engaging content on social media for the SLG across Facebook, Twitter, Instagram, Youtube and Soundcloud;
- keep abreast of social media and digital developments and ensure effectiveness of SLG social and digital media activity;
- create and schedule newsletters and e-flyers, liaising with all departments for content and ensuring timely dissemination;
- drive the SLG's online activity to ensure maximum accessibility, including reviewing, collating, editing and updating content on the SLG website and monitoring the SLG's online presence on Google, listings websites and Trip Advisor etc;
- plan and deliver documentation of key live events, oversee timely sharing of audio and visual material in most effective form for audiences and peers;
- troubleshoot website issues in collaboration with website developers;
- gather analytics and evaluation to improve and design future campaigns and create reports on digital activity for internal and external use; regularly analyse data with the Head of Communications to increase engagement and audience development;
- maintain and develop accurate and comprehensive contact database on Mail Chimp to ensure email lists are up-to-date for press and other stakeholder groups and individuals;
- and support the Head of Communications to ensure SLG audience data handling is compliant with GDPR regulations.

**Press**

- contribute to effective and imaginative press campaigns, across a wide range of media including print, broadcast and digital in collaboration with the Head of Communications;
- handle media enquiries in a timely and professional manner, following up with information and images; organise press events and filming sessions;
- oversee free and paid listings websites and publications on a regular basis;
- research major arts events and cultural news to maximise opportunities for gallery coverage;
- organise and archive press coverage and prepare regular press reports for internal and external use and maintain appropriate archives of all print materials and media coverage;
- ensure artist and image copyright terms are adhered to;

**General Responsibilities**

- take responsibility for own administration, devise and implement appropriate processes and procedures to achieve agreed objectives;
- attend weekly staff meetings, report on relevant areas of work and disseminate information as required;
- maintain a commitment to training and professional development;
- assist colleagues with the production of events, and be an advocate and effective representative of the SLG at private views, previews and other Gallery and external professional events;
- have the ability to work evenings and weekends, for which TOIL (time of in lieu) will be given;
- operate in accordance with the SLG's safeguarding, access and diversity, employment, health and safety, equal opportunities and other practices, policies and procedures;
- act as a keyholder as appropriate and required;
- and undertake other duties as may be reasonably required.



## Person Specification

Who we are looking for:

<b>Knowledge and Experience</b>	<b>Requirement</b>
Experience of communications campaigns, including audience development, digital communications and PR	E
Experience of at least one of: <ul style="list-style-type: none"><li>• digital marketing, including managing website CMS, database(s), e-marketing tools and social media campaigning;</li><li>• and/or running traditional marketing and print campaigns.</li></ul>	E
<b>Skills and Attributes</b>	<b>Requirement</b>
A keen interest in the contemporary visual arts	E
An interest in audience development, including a commitment to widening access	E
An ability to prioritise a full workload, balancing different administrative and practical tasks	E
Flexible, self-motivated and the ability to work as a team member	E
Excellent inter-personal skills, ability to collaborate with a range of colleagues and partners internally and externally and represent the SLG	E
Strong IT and administrative skills	E
Experience of using Microsoft programmes and Adobe Suite (Photoshop and Indesign)	D
Experience of using social media platforms, such as Instagram, Facebook, Twitter and Soundcloud	D
Experience of using website and mailing list management programmes, especially WordPress and MailChimp	D