

JERWOOD ARTS

November 2021

Dear potential new team member,

Thank you for your interest in working with us at Jerwood Arts. We are looking for a full-time **Digital and Engagement Manager** to join our small team of nine. The closing date for applications is **10am, Monday 29 November**. Interviews will take place on 6 December by video call. Please complete your application using our online portal:

www.jerwoodarts.org/jobs.

This job pack is designed to help with any questions you might have about the role and the application process. It includes:

- Role description
- Skills and experience we are looking for
- Terms and conditions
- Guidance on how to apply
- Equal opportunities
- Selection process

Jerwood Arts is the leading independent funder dedicated to supporting UK artists, curators and producers to develop and thrive. We know the impact of Covid-19 on their livelihoods and the arts and cultural sector has been profound and it will be a struggle for some time. Over the next year and beyond we are committed to continuing to offer transformative opportunities. Please visit our website to find out about all our current programmes.

We are known for advocating for better conditions for artists, including more inclusive recruitment practices. In recent years, our funding has been reaching increasingly diverse artists, curators and producers, and as our team evolves, we want to ensure it better represents those we work with to best inform our work.

We are currently looking for two new team members to join us as we embark on an ambitious programme of work in 2022, supporting artists from all backgrounds and across the UK through a variety of opportunities.

Through these roles, we hope to invite two new voices to bring different perspectives and ideas to strengthen our work. We are excited to have this opportunity and would particularly like to hear from you if you feel under-represented in the arts or funding sectors and/or haven't followed a 'traditional' career pathway and would like to play your part in contributing to our mission to support early-career artists.

Please email us with any questions - we will be happy to help.

Best wishes,
Lilli Geissendorfer
Director

Digital and Engagement Manager

Contract: 18 months, full time

Salary: £27,000

Jerwood Arts is seeking to appoint a highly skilled communicator to join the team as Digital and Engagement Manager. This new role will be responsible for coordinating our voice and messaging across our social media and website to support all of our funding and exhibitions activities. It will be focused on engaging with our existing artist and arts audiences and reaching out to new ones to support our mission.

Reporting to: Director

Who we are

Jerwood Arts is the leading independent funder dedicated to supporting UK artists, curators and producers to develop and thrive. We enable transformative opportunities for individuals across art forms, supporting imaginative awards, bursaries, fellowships, projects, programmes and commissions. We present new work and bring people from across the arts together through our exhibitions and events at Jerwood Space, London, as well as across the UK.

Jerwood Arts has an office at Jerwood Space, its sister organisation, one of the top rehearsal space for professional theatre, opera and dance companies in London. Jerwood Arts programmes the three gallery spaces in the building, which also houses a café run by The Gentlemen Baristas.

Over the last 18 months we have developed a hybrid model of home and office working, making the best of both to ensure the safety of our staff and the effective delivery of our activities.

More information about Jerwood Arts is available at www.jerwoodarts.org.

The role

The purpose of this role is to manage the day-to-day planning and delivery of engaging, high-quality communications to bring Jerwood Arts work closer to artists, audiences and stakeholders across the UK. You will play a key part in translating our mission to support and promote early-career artists, curators and producers into an effective communications strategy across our website, social media and e-newsletters with a strong visual brand and organisational voice. The role will be focused on engaging more people with our beneficiaries' work and deepening our engagement with artists' networks and communities to share our opportunities and approach. The role will lead on digital content creation with the opportunity to create exciting video, design and photographic content around our programmes.

Over the next 18 months Jerwood Arts will be running a range of programmes and opportunities to support artists across all artforms, including [Jerwood Curatorial Accelerator](#), [Weston Jerwood Creative Bursaries](#) and a number of yet-to-be-announced funding programmes. For this role a major focus will be our [Exhibition and Events](#) at Jerwood Space which will be supporting 10 early-career artists to present new commissions in our three upcoming exhibitions: Jerwood Art Fund Makers Open, Jerwood/FVU Awards

2022 and Jerwood/Photoworks Awards 4. We will be sharing their work with audiences through events, digital content and our programme of artist-led workshops for Southwark-based schools and youth groups.

The Digital and Engagement Manager role will make a key contribution to this activity by developing and delivering calls for entries campaigns across Jerwood Arts' social media, e-communications and website. Where we run projects ourselves, the role will be looking after the brand in all promotional materials and will work with partners to ensure it is consistently applied across all our funding activities. The role will have responsibility for the content on Jerwood Arts' website, coordinating updates and information from across the team. To support engagement with audiences, the Digital and Engagement Manager will manage Jerwood Arts' database. The role will gather insights from across Jerwood Arts' channels about its audiences and the effectiveness of its communications, feeding this data into planning and decision making.

As one of two new roles we are currently recruiting for, we are excited to invite people with different lived experience and skills into the team. We have no expectation of what an ideal candidate might be; they might have previously worked in one of a wide range of sectors across the arts, charities, social enterprises, creative industries, education, and beyond, and have relevant transferable skills. We will support our new team members to learn Jerwood Arts' ways of working and can provide role-specific training and development to develop their skills in areas where they may have less experience and/or feel less confident.

Main Responsibilities:

Communications: Work creatively and collaboratively to develop, commission and deliver communications across our digital channels. Working with partners, designers, content creators and colleagues to ensure consistent voice and brand throughout.

Marketing: Lead development, delivery and evaluation of individual marketing campaigns for Jerwood Arts funding programmes and the exhibitions and events programme, in conjunction with wider Jerwood Arts team, partners and our PR partners.

Learning, Evaluation and Impact: Support Jerwood Arts' ambitions to learn and improve its insights by providing technical and administrative support to colleagues to collect qualitative and quantitative information from applicants, individuals, content and marketing campaigns.

Audience Development & Engagement: Play a key role in the delivery of activity which supports Jerwood Arts ambitions to maintain and proactively grow communities of artists and people who support artists across all areas of work.

Communications

- Manage and update content on jerwoodarts.org (Wordpress) ensuring that it is up to date with relevant, consistent and accessible information about our programmes, beneficiaries, values and announcements. Develop content for Jerwood Arts' channels on Youtube, Vimeo and Soundcloud where appropriate.

- Plan and deliver comprehensive social media communications across our three key platforms, Twitter, Instagram and Facebook which amplify the impact of our support, engage and grow our audiences.
- Responsible for delivering e-communications: including collating, creating and delivering the monthly Jerwood Arts e-newsletter (Mailchimp).
- Support Deputy Director with day-to-day data protection management.
- Prepare materials for listing funding opportunities and programmes.
- Coordinate with colleagues and PR partners to prepare for press announcements and key events.
- Coordinate print publications as required.
- Coordinate placing of adverts online and in print publications as required.
- Maintain consistency of our writing styles, voice, visual brand and image styles.
- Ensure consistent Jerwood Arts branding across supported programmes and initiatives delivered in partnership with individuals, funders and organisations.

Marketing

- Develop and deliver marketing campaigns across the Exhibitions and Events programme at Jerwood Space and tour in collaboration with the Visual Arts team and partners.
- Lead development, production and distribution of digital content for all Jerwood Arts digital channels, in collaboration with the wider Jerwood Arts team.
- Coordinate with designated designer to develop high quality design content to support branding and marketing of our programmes.
- Create and edit marketing materials, photographic and video content for digital platforms using relevant equipment and software and in conjunction with partners such as designers and tour partners.
- Use online and offline methods to promote Jerwood Arts funding, opportunities and projects in consultation with the wider Jerwood Arts team, with a particular focus on increasing applications from underrepresented groups and target audiences.

Audience Development & Engagement

- Lead management of all mailing lists and databases, developing Jerwood Arts contacts with support from the team.
- Contribute ideas and support growing audiences primarily through social media and digital content for exhibitions and events at Jerwood Space and on tour, in collaboration with colleagues.
- Support colleagues with the delivery of activities that support Jerwood Arts' beneficiaries including in person and/or online workshops and events across all programmes.

Evaluation, Learning and Impact:

- Lead management of up-to-date records on beneficiary activities and alumni achievements.

- Provide technical and administrative support to colleagues to collect qualitative and quantitative information from applicants and individuals to help the organisation learn and improve its impact.
- Contribute social media and website stats (Google Analytics) and analysis to reporting to funders, to assess impact and generate ideas for increasing our reach and impact.
- Coordinate the (digital) Annual Review and provide quarterly insight reports for internal review and board papers.
- Contribute to ongoing evaluation and analyse impact of digital engagement across Jerwood Arts' work in conjunction with the Project Managers.
- Support colleagues with setting up and delivering surveys (Gravity Form, Survey Monkey etc) and events (Doodle poll, Eventbrite, etc).

General

- Represent Jerwood Arts with a professional manner
- Act with discretion and maintain confidentiality
- Contribute to the successful life, work and overall running of Jerwood Arts by adhering to its policies and procedures
- Enact Jerwood Arts [values](#) and [principles](#)
- Promote the vision, mission, and strategic goals of Jerwood Arts
- Contribute to strategic planning and policy development as required
- Be an active member of the Jerwood Arts team and provide support for colleagues in the team as and where required
- Develop an understanding of Jerwood Arts work and act as representative and supporter at relevant events and engagements

This job description is not exhaustive and will not form part of your contract of employment: it may be reviewed and amended from time to time within the reasonable remit of the role.

Skills and experience we are looking for

Please note, you do not need to meet all these criteria to apply, we welcome applications from those who feel they meet a majority and can demonstrate a desire to develop in the role. We can provide role-specific training and development as required. Also, overqualified candidates will not be prioritised in the selection process.

Experience

- Understanding of different audiences and communications opportunities across the arts
- Delivering marketing campaigns from idea generation to delivery
- Producing digital content for social media and web
- Evaluating and analysing impact of digital content or social media activity

Skills and Abilities

- Clear communicator visually, digitally, verbally and in writing
- Practical and pro-active organisational skills
- Able to collaborate and work effectively with external partner organisations and freelancers
- Filming, photography and editing skills to create communications content
- Relevant software programmes for editing, content generation and image creation
- Ability to communicate effectively with a wide range of people
- Ability to manage data and keep detailed records
- Ability to work both independently and collaboratively as part of a team
- IT confident, ideally with Office 365, Sharepoint and Wordpress
- Able to act with discretion and maintains confidentiality
- Comfortable with remote working

Personal Attributes and Interests

- Takes pride in their work
- Willingness to learn
- Approaches work with a positive, constructive attitude
- Demonstrates openness to change and ability to manage complexities
- Responds positively to differing points of view
- Actively committed to improving equity, diversity and inclusion
- An interest in supporting early-career artists
- An interest in the arts

Term and Conditions

Contract: 18 months, full time

Hours: 35 hours per week

We will support requests for flexible working, including compressed hours and/or a four-day/28 hour a week (with the equivalent pro rata salary).

Base: Jerwood Arts, 171 Union Street, London SE1 0LN. Since summer 2021, staff have been working flexibly from home and from the office as required by their roles.

Salary and benefits:

Auto-enrolment pension scheme; employee's minimum required contribution will be matched by a 5% contribution from the employer.

25 days per annum plus bank holidays

Jerwood Arts Cycle to Work Scheme

Discount at the Gentleman Baristas' School House Cafe

Induction and access: Jerwood Arts is committed to creating an inclusive culture and ensuring staff have the right equipment and software to deliver their role. We welcome conversations about how we can make new staff feel comfortable, including about working patterns and styles.

Professional development: Jerwood Arts is a learning organisation and professional development is offered to all staff, individually and as a team. Work in the gallery public space is fully supported, including with health and safety training.

Notice Period: Six weeks (one week during probationary period)

Probationary period: Two months (subject to review)

How to apply

You can apply using the online form [here](#).

These notes are intended to help you to make a strong application by providing us with all the information needed to demonstrate how you meet the requirements of the role.

- Please read these notes carefully before completing your application.
- Please submit your application by the deadline. Applications received after this cannot be considered.

Working through the form

- There is no save and continue function in the online application form. We strongly recommend you draft your responses offline in the word version of the application form and then paste them into the online form when you are ready. We also recommend that you save the word document of your completed application for your records.
- You will have the option of submitting either a written or a video/audio application. We do not have any preference for the format of the application and the recorded version should have the same content as if it were written.
- We do not ask for a CV. There is a space in the form for you to outline your work, education, training, skills and life experiences that you think are relevant to the role. This is a space for you to talk about your recent and current activities and how they might have prepared you to take on the role with Jerwood Arts.
- The Supporting Statement gives you the opportunity to talk about your ambitions for the role and how you meet the necessary Experience, Skills and Abilities, Personal Attributes and Interests. You might find it helpful to specifically address the items in the points outlined in this job pack.
- You will need to provide details of two referees as part of your application. In addition to your current or most recent employer, you should choose someone who knows you and your work well, rather than someone who looks impressive on paper. They do not need to necessarily work in the arts. We will only contact the referees of those who reach the final stages of our recruitment process.

Support with making your application

Please contact us at info@jerwoodarts.org or 07947 906445 if you have any questions about this role or if you have any technical issues with our form. We will respond to email enquiries within three working days.

Access

We are committed to ensuring you feel as comfortable as possible throughout the process of applying to us, so if you do have any access requirements please contact Clíona Malin 07947 906445 / info@jerwoodarts.org. We will be happy to make any reasonable adjustments for you to apply or attend an interview.

If you would prefer to submit your application as an audio or video recording, the online application portal provides the opportunity for you to do this. You can upload one audio or video file with a recording outlining your experience and supporting statement. We will ask you to complete contact details and an equal opportunities monitoring form in written form to assist the processing of your application. No assessment of the production quality of audio or video recordings will be made.

If you are successful, we will design an inclusive induction process with you to ensure you are comfortable working with us, and have the right equipment and software to do the role.

Equal Opportunities

We are taking positive action to achieve equal opportunities in our recruitment procedure, welcoming applications from people of any race, nationality, ethnic origin, religion, socio-economic background, marital status, sex, sexual orientation, age or disability. We actively encourage those who are currently under-represented in the arts and funding sectors as well as those with lived experience to apply.

Positive actions we have taken include re-writing our job packs and creating an inclusive application form, with no requirement for CVs and the choice to submit video/audio applications. We have thought carefully about how and where to advertise the job to encourage those who do not currently see themselves represented to apply, and offering time to talk to potential applicants who would like support with articulating how their experience is transferable to the role. The staff members reading the applications have received bias awareness training and will endeavour to ensure that all applicants are treated equitably.

We encourage applicants to complete our Equal Opportunities Form, which helps us monitor the diversity of our organisation and our work. Your responses will be treated in confidence.

If you are from a background that is currently under-represented in the arts and funding sectors (for example if you are d/Deaf or disabled, from a African, Caribbean, LatinX, South Asian or East Asian background, or you did not go to university), and you would like to talk to us about this role, please book a ten-minute call with one of our team as set out above.

The person you speak to will not ask you to disclose your background as part of this support. To request this, please email info@jerwoodarts.org with your name, phone number, what you would like to talk through and your preferred slot from the following options: Friday 12 November 9:30 – 10am, Monday 15 November 11am – 1pm, Tuesday 16 November 12 – 1pm and 2 – 3pm and Wednesday 17 November 3pm – 4pm. Slots are limited and will be booked on a first come first served basis.

Selection Process

All applications will be read by at least two members of the Jerwood Arts team. Those reviewing applications will consider the case made against the Skills and Experience we are

looking for (Experience; Skills and Abilities; Personal Attributes and Interests) outlined for this role.

Our team have received bias awareness training and we are committed to ensuring that all applicants are treated equitably. Applications will be read without any information from the Personal Details section of the form. Personal details and equal opportunities monitoring information may be taken into account at final shortlisting stage to help us achieve our diversity and inclusion goals.

If you are shortlisted, we will normally contact you by telephone to invite you to interview. This will be confirmed by an email which will outline full details of the interview process, including the questions you will be asked in advance. This may include an exercise to test your ability to carry out specific requirements of the role.

Interviews:

While we will endeavour to meet applicants' needs, this interview date is fixed; please ensure you could be available if you are shortlisted. In some instances it may be necessary to invite applicants back for a second interview. You will be given full details about the arrangements if it is decided that this is necessary.

The interview will be held by video call and will be with two members of the Jerwood Arts team and an external artist from our network.

The outcome of all applications will be communicated by latest 3 December 2021. As part of our commitment to equal opportunities, written or verbal feedback will be provided to all interviewed applicants on request by 17 December 2021.

All offers of employment at Jerwood Arts are made subject to receipt of satisfactory references. Under the Asylum and Immigration Act, we are required to check that anyone taking up employment with us has the legal right to work in the UK. Successful applicants will be asked to provide us with evidence to support their entitlement to work in the UK.