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## **Communications Officer**

### **Maternity Cover, London Office**

**Part Time, 32 Hours/week, Fixed term 9 – 12 Months**

**Salary: £26,000 - £28000; 32 hours a week.**

**Engage, the National Association for Gallery Education wishes to recruit a Communications Officer to contribute to the efficient running of the organisation.**

The Communications Officer role includes: responsibility for the Engage website and online resources; taking a lead role in marketing Engage and its programmes; supporting the production of the Engage journal and other Engage publications; and providing general support for Engage's work.

This is an opportunity to be part of a small, enthusiastic team in a national visual arts education organisation. The postholder will have excellent communication, administrative and IT skills; experience of supporting a website and developing online communications; and a good knowledge of marketing, proofreading and editing. A flexible and proactive team member, the postholder will have an interest in the visual arts and education. Experience of working in the arts, education or the third sector would be advantageous.

The Communications Officer is line managed by the Operations Manager and works closely with the Engage staff team. The role is office-based but includes occasional travel to support activities around the UK and internationally

## **Job Description**

### **Website**

Responsibility for all website functions, including:

- Writing copy, identifying opportunities/news/events and signposting, keeping the website updated and relevant
- Ensuring that the website is effectively promoting Engage's professional development programme, membership services and other activity
- Leading ongoing development of the website and journal with staff, IT consultant and designer
- Producing web-generated e-mailings for members, including a weekly e-bulletin and monthly e-newsletter with the support of the Office and Communications Assistant
- Support for project staff in updating project web pages, uploading information and advertising opportunities
- Monitoring and utilising data from Google Analytics

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## Marketing and communications

Responsibility for marketing and communications with members, the sector and a wider audience, by:

- Taking a proactive role in developing Engage's Communications Plan
- Updating and implementing the Communications Plan; working with staff, trustees and ambassadors to achieve press coverage and marketing targets
- Marketing Engage's professional development opportunities, programmes and activity (e.g. Marsh Awards, Alexandra Reinhardt Memorial Award, Conference); working with staff to produce emails, newsletters, and other targeted marketing material
- Working with the Operations Manager, Administration Officer and Office and Communications Assistant on the delivery of the Membership strategy
- Developing Engage's online presence through social media and online dissemination channels with the support of the Office and Communications Assistant
- Developing links with other networks to disseminate information
- Coordinating hard-copy publicity and dissemination material, in liaison with designers
- Leading on hard-copy mailings – collating material, liaising with mailing house, producing mailing schedule and recipient lists with the support of the Office and Communications Administrator
- Working with freelance PR consultants on promotion of specific programmes and events

## Journal and publications

- Supporting the Editor and the Editorial Advisory Group to develop, collate and upload content for the twice-yearly Engage Journal
- Overseeing proofreading of the Journal and other publications
- Coordinating the design and online production of the Journal and any other publications, which may include print; updating budgets as necessary
- Managing the development of online resources associated with the Journal
- Dissemination, marketing and sales of publications

## Project Management

Coordination of occasional projects (e.g. Children's Art Week), including:

- Working with a consultant to manage press coverage
- Carrying out administration processes
- Working with staff in relation to projects and undertaking research as required
- Marketing opportunities and handling public/member enquiries

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## Digital Programmes

- Working with Engage staff in the development of digital programmes for the gallery education, visual arts and education sectors, undertaking research as required

## Resource

- Ongoing support, review and maintenance of the Resource, including acquisitions, in liaison with hosts Goldsmiths, University of London
- Promoting and encouraging access to the Resource, including coordinating and promoting joint events with hosts Goldsmiths, University of London

## General

- Recruiting, inducting and providing support for the Office and Communications Administrator, interns with the Administration Officer, and line-managing casual staff. N.B. The Office and Communications Assistant is line managed by the Administration Officer.
- Answering the phone, contributing to day to day running of the office
- Providing support at Engage training and events and attending some Engage Area Group meetings (see 'About Engage' information)
- Proofreading and editing support for staff
- Maintaining an archive of all Engage material, print, publications, press etc.
- Undertaking other work as required

## Person Specification:

### Essential

### Skills/Competencies

- Excellent written & verbal communication skills, including proofreading ability
- Excellent attention to detail
- Excellent administrative skills, with a demonstrably methodical and organised approach
- IT skills, including Microsoft Office
- Numeracy
- Self-starter - able to multi-task, balance workloads and deadlines, and work independently when necessary
- Flexible and proactive team player
- Ability to communicate with a range of individuals and organisations in the education and cultural sectors

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## Experience of

- Maintaining and updating a website
- Developing a relationship with audiences through online communication tools (email, websites, social media etc)
- Editing and proofing a variety of texts
- Working within and controlling budgets
- Undertaking marketing and press work
- Carrying out work with impeccable attention to detail and accuracy
- Working in a busy office and managing a variable workload

Committed to principles of diversity and equality and implementing these within all areas of work.

## Desirable

### Experience of

- Working with designers on the production of publications and/or publicity and marketing material
- Initiating and developing press and/or marketing material
- Working in the arts, education or the third sector
- Membership organisations
- Working on a website re-design
- An interest in and understanding of galleries and the visual arts.

## Terms

The salary range for the post is **£26,000 - £28,000**. The starting salary will be dependent on experience and qualifications. The successful applicant will ideally begin in February 2019.

This is a part-time post and the Communications Officer will be expected to work 32 hours per week on average, between the core office hours of 9am-6pm Monday-Friday. It may occasionally be necessary to work outside these hours for specific deadlines or events. Staff are entitled to up to 1 hour per day (within the 32 hours per week) on average for breaks.

Engage is committed to offering flexible working where possible and by agreement. The post is based at Engage's London office in Shoreditch. Occasional travel to attend events or meetings within the UK and internationally will be required. Normal leave entitlement is 20 days annual leave plus bank holidays. Engage does not pay overtime but operates a 'time-off-in-lieu' policy.

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## Application process:

To apply for this role, complete the following and send by email to [operations@engage.org](mailto:operations@engage.org)

- An **Application Form**
- An **Equality & Diversity Monitoring Form**
- A **Covering Letter**, maximum of one side of A4, which should describe why you are interested in this role and how it fits with your experience to date, as well as any additional information that you feel is important to support your application.  
**The letter is an opportunity to provide information not already covered in the application form.**

**The deadline for applications is 10:00 am, Monday 14 January 2019.**

Interviews will be held on **21 January 2019**.

Applicants will be invited to attend an interview by **Wednesday 16 January 2019** - if you have not heard from Engage by this date please assume that you have not been shortlisted on this occasion. Apologies, Engage are unable to offer feedback to applicants not shortlisted.

**If you require more information about the post contact Sayak Mukherjee on 020 7729 5858 / [operations@engage.org](mailto:operations@engage.org)**

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Engage is committed to equality of access to its employment. We welcome applications from all sections of the community. Should you need application details in another format please contact Engage 020 7729 5858 / [info@engage.org](mailto:info@engage.org)

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## About Engage

Engage is the lead advocacy and training network for gallery education. We support arts educators, organisations and artists to work together with communities in dynamic, open exchanges that give everyone the opportunity to learn and benefit from the arts. Engage has 800+ members in the UK and abroad in c.270 organisations.

Engage is an Arts Council England Sector Support Organisation and receives funding for its programmes in Scotland from Creative Scotland and for the programme in Wales from the Arts Council of Wales. Funding has also been received from trusts and foundations, individuals and the corporate sector.

Engage currently works across four main strands:

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- **Continuing Professional Development:** an annual international conference, mid-career peer sharing events and the Extend cross-artform leadership programme for colleagues working in education and learning
- **Research and projects:** including Children's Art Week, Alexandra Reinhardt Memorial Award (ARMA), Max Reinhardt Literacy Award (MRLA) and programmes in Scotland and Wales
- **Advocacy:** making the case for education and learning in galleries with government and key partners
- **Dissemination:** sharing practice through Engage's website, publications and the twice-yearly journal

Engage has an active network of Area Groups across the nine regions in England, which provide peer support and professional development for members. There are active programmes in Wales and Scotland supported by programme coordinators and voluntary development groups.

You can find more information about Engage on our website [www.engage.org](http://www.engage.org).

## Engage Governance and Staffing

Engage is a limited company with charitable registration, governed by a Board (of 15 Trustees), which meets quarterly, and a Council (of c.35 Area and Special Interest Representatives), which meets three times a year.

Engage's staffing comprises:

### London office

Director  
Finance & Governance Manager (p/t)  
Operations Manager  
Communications Officer (p/t)  
Administration Officer (p/t)  
Office and Communications Assistant

Other Engage staff and freelancers (not based in the London office)

Engage Scotland Coordinator (p/t)  
Engage Cymru Coordinator (p/t)  
Engage Journal Editor (freelance)  
Extend Coordinator (freelance)  
Alexandra Reinhardt Memorial Award & MaxLiteracy Award Coordinator (freelance)

Engage is supported by:



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Supported by  
**The National Lottery**<sup>®</sup>  
through Creative Scotland



Cyngor Celfyddydau Cymru  
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