

Job Description Design and Digital Communications Assistant



1 year contract (to be reviewed)
Part time: 4 days per week
Responsible to: Acting Head of Communications

House of Illustration is the UK's only public gallery dedicated to illustration and graphic art. Founded by Sir Quentin Blake it opened in July 2014 in King's Cross, London. Over the five years since then House of Illustration has developed its position as a significant cultural force, representing and championing the very best of an art form that, in spite of its rich heritage, contemporary significance and broad appeal, is rarely explored by other museums and galleries. This is your opportunity to join a unique cultural institution at a hugely exciting stage in its development.

We curate seven exhibitions a year across three gallery spaces, exploring contemporary and historic illustration and the work of both emerging and defining illustrators. We run a pioneering education programme for schools, young people, families and adults, delivered by professional illustrators. We support emerging talent by commissioning new work, running the UK's only residency for illustrators and graphic artists, hosting Summer and Winter Fairs, and running the international Book Illustration Competition in partnership with The Folio Society. We put on talks and events with some of the world's leading illustrators and run a successful retail operation.

About the role

Reporting to the Head of Communications this role will support the Communications team in delivering HOI's communications and audience development strategies. It is an important post in a small, busy and ambitious team. It will involve varied work in collaboration with colleagues across a range of areas.

The successful candidate will be a highly organised individual that is able to lead on designing our digital and printed promotions with creativity, energy and initiative. They will create visually impactful content and engage our social media followers daily with creative video content and imagery, as well as copy writing for the newsletter and blog with flair.

The role requires meticulous attention to detail, solid design skills and an interest in the arts, as well as an ability to work quickly to multiple deadlines.

Key responsibilities

Design

- Lead on the design and production of House of Illustration's onsite, printed and digital communications in accordance with brand guidelines

Digital Communications

- Maintaining House of Illustration's web platforms in accordance with HOI brand guidelines, including creating listings and managing ticketing
- Devising email communications, including sending the bi-monthly newsletter and targeted promotional emails
- Managing Twitter, Facebook and Instagram channels, including posting content daily, engaging with our audience and interacting with the illustration community
- Preparing Google analytics data to feed in to reporting
- Working with imagery and film, including capturing, formatting, resizing and archiving

Other communications

- Organise the distribution of marketing materials and monitor stock levels
- Organise the print and delivery of new House of Illustration stationery (e.g. business cards, compliment slips)

Administration

- Maintaining our Salesforce database and Mailchimp e-lists
- Administrating attendance at our private views and fundraising events
- Monitoring the general communications inbox for House of Illustration

Event delivery

- Assisting with the planning and delivery of exhibition private views throughout the year
- Assisting with the delivery of specific events where appropriate and as directed by the Head of Communications

Knowledge, skills and experience

Essential

- Demonstrable experience of creating compelling visual and written content for printed communications
- A working knowledge of and passion for digital communications through Facebook, Twitter, Instagram, YouTube, blogs and websites
- Strong creative copywriting skills and ability to adapt tone for posts across various platforms
- Willingness, energy and confidence to contribute creative ideas for all communications, refine this in partnership with colleagues then implement them effectively
- Experience of using website content management systems
- Experience of arranging print production across a variety of media
- Excellent understanding of Word, Outlook, Excel, Photoshop, InDesign and Powerpoint
- An understanding of the importance of brand management/consistency with visual language
- At least 6 months office administration experience, preferably working in an arts environment (paid or voluntary)
- Exceptional administrative skills
- Meticulous attention to detail
- Excellent verbal, written and interpersonal communication skills in the English language
- The ability to independently plan and prioritise tasks whilst working to simultaneous deadlines
- A team player with a helpful, collaborative and hands-on approach
- Flexibility to work evening and weekend events as required
- Enthusiasm for illustration and graphic arts

Desirable

- Experience of working in a communications, marketing or digital role
- Experience of using Salesforce, or similar customer relationship management software
- Experience of using Mailchimp
- Experience of working at events

Terms and conditions

Salary

£22,000 pa pro-rata (FTE: £17,600)

Reporting structure

The post holder will report to the Acting Head of Communications.

Line management

No line management responsibility.

Type of contract

This is a 12-month appointment in the first instance, with a three-month probationary period.

Hours

Working hours are 30 hours per week with one hour per working day (unpaid) for lunch. Normally these hours are worked between 9.30am-6pm Monday-Friday. Occasional evening and weekend work will be required.

Job location

The job will be based at House of Illustration, 2 Granary Square, London N1C 4BH.

Holiday entitlement

Annual holiday entitlement is 25 days (pro rated for part time posts) per annum plus public holidays.

How to apply

To apply please send the following to **jobs@houseofillustration.org.uk** with the email subject: Design and Digital Communications Assistant

- A completed Application Form
- A Monitoring Form, which will not be seen by the shortlisters or interviewers

Closing date

The closing date for applications is **6pm on Monday 2 September 2019**. Interviews will be held on **Wednesday 11 September**.

Equal opportunities

We shortlist candidates for interview name-blind.

We will be offering guaranteed interviews for disabled* applicants and those from BAME backgrounds who meet the essential criteria on this job description. Please indicate on your Monitoring Form whether you agree to a guaranteed interview on this basis.

*Definition of disability under the Equality Act 2010: you're disabled if you have a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on your ability to do normal daily activities.

**If you have any questions about this role please email
jobs@houseofillustration.org.uk**