

## **Job Description**

### **Digital Communications Assistant**



**1 year temporary post**

**5 days per week**

**Responsible to: Communications & Partnerships Manager**

**Responsible for: N/A**

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 four 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 nine 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 learning 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.

House of Illustration is a registered charity raising over 40% of its annual income from fundraising, from a range of sources including trusts and foundations, corporate sponsors, high net worth individuals, statutory funders and fundraising events. Our high profile ambassadors and supporters include Sir Quentin Blake, Joanna Lumley, Chris Riddell, Peter Capaldi, Lauren Child, Dame Paula Rego, David Walliams and Jessie Burton.

### **About the role**

We are looking for a creative and highly-organised individual to join us as Digital Communications Assistant. They will play a key role in our small, busy but ambitious Communications team.

The successful candidate will be able to lead on our digital promotion with creativity, energy and initiative. They will engage our social media followers daily, create video content and imagery, as well as writing copy for the newsletter and blog with flair. We are looking for a flexible, enthusiastic team-player who will relish the challenge of digitally communicating House of Illustration's inspiring work to the wider public.

The role also requires meticulous attention to detail, planning and the ability to work quickly to multiple deadlines in order to support the administration of our marketing, press and events.

## **Key responsibilities**

### **Digital communication**

- Maintaining our website, including creating events and managing ticketing
- Email communications, including sending the newsletter and targeted promotional emails
- Running our blog, including commissioning and writing content
- Leading on our Twitter, Facebook and Instagram channels, including posting content daily, engaging with our audience and interacting with the illustration community
- Devising audience development campaigns and seeing them through to reality
- Working with imagery, including capturing, formatting, resizing and archiving images
- Developing our video content

### **Digital marketing**

- Digital advertising, including on social media and google
- Maintaining online listings for our exhibitions, education programme and events
- Setting up reciprocal marketing partnerships in newsletters and on social media

### **Digital administration**

- Maintaining our Salesforce database and Mailchimp e-lists
- Administrating attendance at our Private Views and fundraising events
- Coordinating entries for The Book Illustration Competition, an annual competition to find new illustration talent in partnership with The Folio Society.
- Recording and analyzing data from our digital activities, ticketing, visitor surveys and press

## **Knowledge, skills and experience**

### **Essential**

- A working knowledge of and passion for digital communication through Facebook, Twitter, Instagram, YouTube, blogs and websites
- Artistic flair and an eye for film and photography
- Strong creative copy writing skills and ability to adapt tone for posts across various platforms
- Willingness, energy and confidence to contribute creative digital ideas, refine these in partnership with colleagues then implement them effectively
- Experience of using website content management systems
- A high level of computer literacy and willingness to learn new software
- At least 6 months office administration experience, preferably working in an arts environment (paid or voluntary)
- Exceptional administrative skills and experience of both paper and digital administrative

systems

- Meticulous attention to detail
- Excellent verbal, written and interpersonal communication skills in the English language
- The ability to independently plan and prioritise tasks while working to simultaneous deadlines
- A team player with a helpful, collaborative and hands-on approach
- Flexibility to work at 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 using Adobe Creative Suite
- Experience of working at events
- Knowledge of illustration and graphic arts

## **Terms and conditions**

### **Salary**

Up to £22,000 pa

### **Reporting structure**

This post will report to the Communications & Partnerships Manager.

### **Term**

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

### **Hours**

Working hours are 37.5 hours per week with 1 hour (unpaid) for lunch. Normally these hours are worked 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 per annum plus public holidays

## How to Apply

To apply please send the following to **jobs@houseofillustration.org.uk** with the email subject: 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 **5pm on Friday 30 November 2018**. Interviews will be held on **Wednesday 12 December 2018**.

### 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**