

Job description

Education Bookings & Marketing Co-ordinator

Part-time 0.5 (2.5 days per week)
1 Year fixed term in the first instance
£22,000 pro rata

House of Illustration

We are the UK's only public gallery dedicated to illustration and graphic art. Founded by Sir Quentin Blake, House of Illustration 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 is rarely explored by other museums and galleries. This is your opportunity to join a unique cultural institution at an 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 through a popular programme of masterclasses and short courses, and by commissioning new work, running a residency for illustrators, hosting illustration fairs, and running a 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.

The Education Department

Department mission: *Developing a diverse community of illustrators through high quality teaching and creative collaboration.*

Our schools programme comprises a range of illustrator-led practical workshops for Key Stages 1 – 5, class gallery visits, an outreach offer and occasional special projects. Rated by 100% of teachers as good or excellent, school workshop take-up is expanding as our reputation grows. Schools from all over London and beyond bring classes to our workshops every week. We also train teachers to use illustration to teach across the curriculum in our CPD and INSET programmes.

Our family programme consists of monthly illustration workshops for children aged 5+ and their parents/carers; a programme of accessible workshops for families with deaf members and a 2-5s programme of storytelling and hands-on activities.

Delivered by a team of professional freelance illustrators, all our learning strands aim to empower participants with skills and confidence to convey their message visually: to become illustrators. Through learning illustration techniques and developing skills, creative development and increased confidence, participants come away with high quality outcomes of which they can be proud.

We are currently working with Pop Up Projects CIC on a two year national programme, Pathways Into Publishing, which aims to diversify children's publishing via a programme to train a new generation of BAME illustrators and provide direct routes into publishing.

About the role

We are looking for an enthusiastic, motivated individual to join us as Education Bookings & Marketing Co-ordinator. This is a new role in a small, busy team that requires a strong interest in and preferably experience of working in arts and cultural learning, administration and/or marketing.

The post holder will report to the Head of Education and work closely with Schools & Families Manager and Communications team. The successful candidate will be able to efficiently administrate our school bookings and group bookings using excellent interpersonal communication skills and using multiple systems including Google forms, Excel spreadsheets and calendars. They will also be responsible for implementing new digital marketing strategies both for the Pathways programme and for the education department.

The role requires a creative approach, a flair for effective social media marketing, meticulous attention to detail and an ability to work quickly to multiple deadlines.

Key responsibilities

- School bookings co-ordination and administration: managing a bookings system, liaising with schools and answering queries
- Group bookings co-ordination and administration
- Database management: updating Mailchimp lists and reporting spreadsheets
- Evaluation data entry for all programmes
- Education and Pathways marketing using social media (Instagram, Mailchimp and Twitter)

Person Specification

Qualifications & Knowledge	Essential	Desirable
BA in relevant cultural subject		X
Interest in/knowledge of cultural learning sector in both formal and informal education	X	
A good working knowledge of a variety of social media platforms, advertising and communication strategies	X	
Experience		
Experience of organisational use of social media platforms	X	
At least two year's experience working in administrative and/or marketing roles in an arts organisation or charity setting	X	
Skills		
Competence in use of Microsoft Office Suite including Word, Outlook, Powerpoint and Google docs	X	
Competence in design programmes eg. Photoshop, In Design		X
Ability to prioritise, work to deadlines and manage multiple tasks	X	
Excellent verbal and written communication and interpersonal skills	X	
Meticulous attention to detail	X	
Proven ability to adapt communication style to different audiences	X	
Ability to work independently and as part of a team	X	
Proven ability to problem-solve creatively	X	
Qualities		
Interest in and passion for cultural and creative learning		X
Commitment to diversity, inclusion, and equality of opportunity for all	X	

Reporting structure

This post will report to the Head of Education.

Term

This is a 12 month appointment in the first instance subject to a three month probationary period.

Job Location

The job will be based at 2 Granary square, King's Cross, London N1C 4BH.

Salary

£22,000 per annum, pro rata.

Hours

18.75 hours (2.5 days) per week including Mondays and Fridays.

Working hours are usually 9.30am – 6.00pm, including one hour for lunch (unpaid).

Holiday entitlement

Annual holiday entitlement is 25 days per annum plus public holidays (pro-rata).

Time off in Lieu

To be negotiated with Head of Education.

How to Apply

To apply please send the following to jobs@houseofillustration.org.uk with the email subject: Education Bookings and Marketing Coordinator.

- 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 **Monday 6 May at 5pm.**

Interviews will be held on **10 May 2019.**

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