

Job Description

Head of Communications



5 days per week

Responsible to: Director

Responsible for: Communications Assistant

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 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 special 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

Reporting to the Director this role has overall responsibility for devising and implementing HOI's communications strategy, including all press and marketing. It is an important post in a busy and dynamic team that will involve varied work in collaboration with colleagues across a range of areas. It will include communication strategies for individual exhibitions and events but also for the way in which the organisation as a whole is perceived publicly.

The successful candidate will be a motivated self-starter with enthusiasm, commitment and creativity, as well as having the willingness to take on responsibilities both small and large, meticulous attention to detail and an interest in the arts. They will be able to operate at a senior level, and be comfortable communicating with and influencing senior journalists, partners and House of Illustration trustees.

Key responsibilities

Marketing

- Devising and implementing an individual marketing plan for each exhibition and its events programme in collaboration with the Communications Assistant.
- Reporting to collaborators, funders and trustees on marketing.
- Managing the marketing budget.
- Continuing to develop and oversee the implementation of a creative, consistent and dynamic digital strategy across a range of social media platforms in collaboration with the Communications Assistant, including Twitter, Facebook and Instagram.
- Maintaining the website in partnership with the Communications Assistant and our website developers.
- Working with the Communications Assistant to create a bi-monthly newsletter.
- Creating all promotional materials in-house and with exhibition designers, including flyers, posters, signage, banners and email signatures.
- Leading on forming and maintaining key marketing partnerships with companies and organisations in the local area.
- Overseeing the marketing and press for all touring exhibitions in liaison with touring venues' marketing and PR teams.

Press

- Developing and implementing a press strategy for each exhibition and other key areas of House of Illustration activity in consultation with the Director and the Curator.
- Writing and issuing press releases.
- Maintaining press lists on Gorkana and in-house.
- Forming good relationships with key journalists in order to pitch stories.
- Responding to all press enquiries including requests for images, visits and interviews.
- Managing press views, interviews and all filming in the gallery.
- Collecting and archiving all coverage then circulating to the wider team.
- Reporting to collaborators, funders and trustees on press coverage.

Broader communications

- Overseeing the organisation's brand, including signing off all promotional materials produced by all departments, creating all branded stationery and issuing/approving logos internally and externally.
- Ensuring all exhibitions are photographed and sourcing all exhibition imagery for marketing and press in liaison with co-curators, lenders and artists.
- Managing and overseeing the delivery of The Book Illustration Competition in partnership with The Folio Society plus all other competitions.
- Managing the organisation's data, including maintaining our Salesforce database and ensuring we're operating in line with the General Data Protection Regulation.

- Overseeing audience research projects.
- Working with the wider team on implementing a Customer Relationship Management project, which will combine our on-site and online ticketing and retail systems then feed data into a single database that can be used for targeted communications.

Event management

- Planning and delivering all exhibition private views throughout the year.
- Managing the private view budget.
- Overseeing the delivery of specific events where appropriate.

Knowledge, skills and experience

Essential

- Demonstrable experience of creating and implementing successful, strategic marketing plans across print and digital platforms.
- Demonstrable experience of writing press releases and securing press coverage across print, broadcast and online.
- Demonstrable experience of analysing and developing new audiences.
- Demonstrable experience of managing a brand with meticulous attention to detail.
- Knowledge of, passion for and experience of using a broad range of social media platforms, with the ability to adapt to digital innovations.
- Excellent written communication skills including writing and proofing copy.
- An eye for design and demonstrable experience of creating visual assets for print and digital platforms.
- Demonstrable interpersonal skills, with an ability to build and develop relationships, influence people and to communicate effectively at all levels.
- Demonstrable experience of managing budgets.
- Demonstrable experience of working to – and meeting – clear targets.
- Effective time management skills and the ability to manage numerous projects simultaneously.
- Knowledge and experience of using website content management systems.
- Knowledge and experience of working with data and customer relationship management databases.
- Excellent understanding of Word, Outlook, Excel, Photoshop, InDesign and Powerpoint.
- An ability to work independently and as part of a team.
- Flexibility to work evening and weekend events as required.

Desirable

- An understanding of the arts and sympathy with the aims and ethos of House of Illustration.
- Experience working in a small, busy team.

- Experience of using Salesforce.
- Experience of using Mailchimp.
- Experience of using Gorkana.
- Experience of planning and organising events.

Terms and conditions

Salary

Circa. £34,000 pa

Reporting structure

The post holder will report to the Director.

Line management

The post holder will manage the Communications Assistant.

Type of contract

Permanent, 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: Head of Communications

- 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 Monday 22 April 2019**. Interviews will be held on **Tuesday 30 April or Friday 3 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