



JOB DESCRIPTION

Head of Communications

Permanent post, part time 4 days per week £32,000 pro rata

Purpose of the role:

As Head of Communications you will be responsible for all communications and digital activities for The Mosaic Rooms' contemporary arts programme.

Working closely with a small and dynamic team, you will help realise our strategic vision at this ambitious time in our organisation, raising the profile of The Mosaic Rooms. You will communicate The Mosaic Rooms values and multidisciplinary programme offer to existing and new audiences on a local, national and international level, as well as to key collaborators and funders. Your work incorporates the full range of communication channels from press, web, social media and print. You will begin straight away with our 2022 programme of three contemporary art exhibitions (soon to be announced) and a blended programme of in gallery and online events.

This is an exciting and demanding role, an excellent opportunity for an experienced and proactive candidate who is passionate about communicating visual arts and culture to a wide range of audiences.

Key Tasks and Responsibilities

Strategy, Management and Planning

- be an active member of the management team and contribute to the gallery's strategic objectives;
- devise and lead on the implementation of the gallery's audience development plan and communications and digital strategies; with an aim to broaden and grow engagement with The Mosaic Rooms work
- plan and manage communications and audience development campaigns to raise the profile of the gallery across all of its programmes to existing and new audiences across several platforms; assess and report on effectiveness against objectives
- lead on compilation of audience data monitoring, evaluation and research across all marketing channels to support the Audience Development Plan.
- manage the marketing and communications budgets, authorising expenditure, monitoring and reporting on expenditure and taking action to deal with variances identified;
- ensure compliance with relevant legislation including data protection and copyright and including keeping licences up-to-date

Contemporary Culture from the Arab World

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Marketing

- manage (with the support and input of the programme and learning team) the writing, editing, production and distribution of all marketing materials;
- develop a marketing strategy for programme and raised income activities across a diverse range of media outputs and put in place evaluators to assess success;
- develop and maintain brand including internal house-style guidance and with external partners, acting as 'brand guardian'; work with all staff to ensure awareness of this;
- establish promotional partnerships with a range of organisations to maximise the visibility of The Mosaic Rooms and to reach new audiences;
- manage suppliers and maintain good relationships with printers, photographers, and designers etc. to ensure delivery to deadlines, within budget and to the appropriate quality

Data Capture and Analysis

- ensure that The Mosaic Rooms maximises the appropriate capture of customer data and feedback;
- review and analyse customer data and feedback and agree appropriate actions;
- monitor and evaluate the effectiveness of promotional campaigns via Google Analytics, social media insights and other online tools.

Press

- initiate and develop positive relationships with relevant media contacts at local, regional, national and international level across print, broadcast and web media to maintain and enhance the profile of The Mosaic Rooms;
- manage and oversee effective and imaginative campaigns in support of The Mosaic Rooms activities making full use of a wide range of media including print, broadcast and digital and produce press assets;
- handle media enquiries in a timely and professional manner, following up with information and images as appropriate;
- ensure press events and filming sessions are organised and managed effectively and efficiently;
- work closely with the Director and programme team to write and edit press releases overseeing their distribution to key media contacts

Digital

- develop and oversee the delivery of The Mosaic Rooms' digital strategy including the gallery website, digital archive, digital content management, e-marketing and social media;
- monitor growth targets, content creation, content schedules and reporting across social media platforms
- write, edit and develop content for website, e-newsletters, and for social media channels for new and existing audiences
- maintain and develop the gallery's press and newsletter database

General

- take responsibility for own administration, devise and implement appropriate processes and procedures to achieve agreed objectives;

- maintain a commitment to training and professional development; keep abreast of current trends and professional developments in communications and the arts industry; also technology and online platforms to maximise the reach of our programme and profile;
- be an advocate and effective representative of The Mosaic Rooms at professional events as well as private views and previews and evening and weekend events;
- have the ability to work evenings and weekends on an occasional basis, for which TOIL (time of in lieu) will be given

Essential

- At least 5 years proven experience working in similar role in a visual arts environment
- Proven experience of marketing and audience development including a commitment to promoting access
- Demonstrable knowledge of, and experience in, analysis of audience data
- Demonstrable experience in leading and managing wide-reaching marketing campaigns (print and digital)
- Ability to write about contemporary art in an accessible way
- Ability to establish and maintain working relationships with key members of the press
- Strong digital skills, with experience of using a variety of social media and website platforms
- Strong administrative and organisational skills, including financial management
- Excellent proof-reading and copywriting skills with a meticulous attention to detail
- Ability to work to high standards and remain calm and focused under pressure.
- Highly computer literate; fluent knowledge of all current programmes and basic design skills including InDesign; Photoshop and Adobe

Desirable

- Interest in Arab culture and contemporary art

If you are unable to download these forms or require them in large print, please email contact@mosaicrooms.org

To apply please send a CV and covering letter to contact@mosaicrooms.org with the Subject: Application Head of Communications 2021

The deadline for applications has been extended to midnight Sunday 23rd January 2022. Applications received after this time will not be permitted.

Expected days for interviews: Week commencing 31st January 2022

Please note due to limited resources, unfortunately, applicants not shortlisted for the first round of interviews will not be informed.

www.mosaicrooms.org