

# GASWORKS

## Communications Manager Job Description and Person Specification

### Introduction

#### Gasworks & Triangle Network

Gasworks and Triangle Network provide a wide and diverse range of emerging UK and international artists the opportunity to research, develop and disseminate ambitious and high-quality art to an ever-expanding visual art audience. Key to this is our commitment to making contemporary art accessible to the widest range of audiences both locally and internationally.

Gasworks offers studios to London-based artists and delivers a programme of exhibitions, including co-commissions with regional partners, residencies and a community-led participation projects reflecting the concerns, ideas and urgencies in contemporary society. These are accompanied by accessible in-person and online events.

Gasworks is also the hub of Triangle Network, an informal network of international arts organisations who collaborate to promote emerging talent through cultural exchanges, artist's mobility, peer-to-peer learning and professional development for creative practitioners. The majority of Triangle partners operate in Africa, Asia and Latin America, in countries where cultural infrastructure is limited or where practitioners feel isolated.

Our mission is to:

- Focus on artists' talent development by offering physical and conceptual space in which to research, develop, discuss and disseminate emerging practices
- Create an inclusive, diverse, supportive and equitable environment where stakeholders can grow personally and professionally
- Champion experimentation and innovation and stimulate dialogue in/from different contexts and cultures
- Challenge existing historical readings through new curatorial research and art commissions
- Stay at the forefront of artistic, social and political debates on diversity, inclusion and the climate crisis
- Make ambitious and innovative art projects accessible and relevant to a wide and diverse audience
- Collaborate with local groups to offer opportunities to experience and take part in contemporary art
- Grow the organisation's reputation, resilience and sustainability.

155 VAUXHALL STREET LONDON SE11 5RH  
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Gasworks is part of

Triangle  
Network

Registered charity no. 326411  
Registered company no. 1646688



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<b>Job Title:</b>	Communications Manager
<b>Employer:</b>	Gasworks, 155 Vauxhall Street, London, SE11 5RH
<b>Reports to:</b>	Director and Managing Director
<b>Responsible for:</b>	Communications and Development Assistant (co-line management with Development Manager) and Front of House Team
<b>Contract:</b>	Permanent, 4 days per week
<b>Hours of work:</b>	Monday - Thursday (9.30am – 6pm). Days negotiable. Some evening work will be required, compensated by time off in lieu.
<b>Salary:</b>	£27,000 - £30,000 (depending on experience) per annum, pro rata
<b>Start date:</b>	Contract starting August 2022 with 3 months' probation

## Purpose of the job

The Communications Manager is responsible for Gasworks and Triangle Network's PR, marketing, social media, audience development and digital comms. This role will be responsible for Gasworks' reputation, brand and communications strategy that conveys the organisations vision and invites a wide range of audiences to engage with our exhibitions, residencies, events, online, international and participation programmes.

You will work closely with the Director and Managing Director and have responsibility for developing and delivering the Audience Development strategy and Digital Action plan in line with our business plan.

You will have extensive experience in building relationships with existing audiences and art press, identifying new areas for audience growth. You will continue to expand Gasworks' profile with key stakeholders and the broader arts sector, increasing awareness across all activities and channels.

## The Communications Manager is responsible for:

### Strategy, Management and Planning

- be an active member of the management team and contribute to the organisation's strategic aims and objectives, in line with the business plan;
- devise and lead on the implementation of the Gasworks' audience development plan and communications and digital strategies;
- plan and manage communications and audience development campaigns to raise the profile of the organisation across all of its programmes to existing and new audiences;
- take part in programming discussions and input opinion from a public communications perspective;
- develop effective working relationships across the organisation to discuss, plan and integrate marketing and communications activity within fundraising initiatives (editions and patrons), exhibitions, residencies, participation, and international programmes;
- contribute to the preparation of trustee reports, working in partnership with the Managing Director;
- manage the communications budgets, authorising expenditure, monitoring and reporting on expenditure;
- keep abreast of current trends and professional developments in communications and the arts industry;
- ensure compliance with relevant legislation including data protection and copyright and including keeping licences up-to-date;
- co-line manage the Communications & Development Assistant and Front of House team, alongside the Development Manager.

### Marketing

- manage, with support from the C&D Assistant, the writing, editing, production and distribution of all marketing materials, including signage, newsletters, printed material, posters, and advertising;

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- maintain the Gasworks and Triangle Network brand including internal house-style guidance and with external partners;
- establish promotional partnerships with a range of organisations to maximise the visibility of the Gasworks' and to reach new audiences;
- oversee the distribution of marketing materials around the local area and via postal mail outs, when appropriate;
- support the Curator and Programmes Manager with the editing of exhibition text and press releases;
- oversee the production of c.20 artists videos across exhibitions, residencies and participation, working closely with our video cameraman;
- manage suppliers and maintain good relationships with printers, photographers, and designers etc. to ensure delivery to deadlines, within budget and to the appropriate quality;
- working closely with the Development Manager on patrons communications.

## Digital

- develop and oversee the delivery of the Gasworks' digital strategy including the organisations website, e-marketing, digital programme (recording of events, artist videos) and social media;
- oversee the recording of live events, streaming platforms, YouTube channels;
- writing and editing website content, e-newsletters and e-flyer design and distribution;
- and contribute to the maintenance and development of the organisation's press and newsletter database;
- ensure all digital outputs are accessible with closed captioning, subtitles and translation (where appropriate).
- be the main point of contact when work with IT and website support suppliers.

## Data Capture and Analysis

- manage all areas of capturing audience data and feedback, including designing and distributing audience surveys;
- use Audience Agency and Culture Counts Impact and Insight Toolkit to gather and analyse audience data and feedback;
- evaluate the effectiveness of digital comms via Google Analytics, social media insights and other online tools;
- work closely with the Managing Director to cater specific audience surveys for the participation programme;
- contribute to Arts Council annual reporting.

## Press

- manage and oversee all press communication and contacts, making full use of a wide range of media including print and digital, taking a lead role on key communications campaigns;
- 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;
- establish and maintain good relationships with relevant media contacts at local, regional, national and international level across print and web to maintain and enhance the profile of Gasworks and the Triangle Network;
- work closely with the Director and Curator to write and edit press releases overseeing their distribution to key media contacts;
- direct and manage external PR agencies as necessary.

## General

- Ensure all front of house areas are presentable and welcoming
- Actively seek to implement Gasworks Equal opportunities policies, financial procedures and health and safety policies

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- Contribute to and participate in a collaborative working environment, including weekly team discussions and other conversations

*This Job Description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and does not form part of the contract of employment.*

## Communications Manager Person Specification

### Essential

- Relevant senior experience in a marketing or communications role
- Excellent written and verbal communications skills including editing and proofreading
- Experience of managing web and digital content, working with Content Management Systems and social media platforms
- Understanding of brand identity
- Strong attention to detail
- Experience of writing for different audiences
- Good technical skills including working with Adobe Creative Suite
- Ability to multi-task, delegate and prioritise within a busy working environment
- Confident working independently but also as part of a small team

### Desirable

- Experience of working in a visual arts organisation
- Track record of producing high quality digital content
- Experience of managing staff
- Familiarity with Arts Council reporting, Audience Agency and Culture Counts Impact and Insight Toolkit
- Further technical skills including sound and video editing
- Interest in contemporary art practice, and curatorial practices, with a strong interest in international artists and debates, particularly outside Western parameters

## Equality, Diversity and Inclusion

Gasworks is committed to equal opportunities. We welcome applications from candidates of all backgrounds and are committed to building a diverse workforce. We particularly encourage applications from Black, Asian and ethnically diverse candidates, and disabled candidates, who are currently under-represented in employment within the visual arts.

Gasworks is fully accessible and compliant with the Equality Act 2010. We are a Disability Confident committed employer and guarantee to interview anyone with a disability whose application meets the minimum criteria for the post. By 'minimum criteria' we mean that the individual must provide us with evidence in their application form, which demonstrates that they meet the qualifications, skills or experience defined as essential in the Person Specification.

The selection process will include a written cover letter, equality and diversity monitoring form (completed online) and a panel interview. If you require any different arrangements at any stage of the selection process, please contact Laura Hensser on [laura@gasworks.org.uk](mailto:laura@gasworks.org.uk)

## Benefits

- 25 days of annual leave, plus UK public holidays, pro rata
- Employer pension contribution of 5% of eligible salary
- Use of the Gallery's ICOM membership card, providing free entry to a range of arts organisations across the UK and internationally
- Discounts on Gasworks' limited edition prints
- Training and mentoring opportunities

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## Application Procedure

Your application should include in a single PDF:

- A current CV
- Cover letter outlining your suitability for the role and addressing the person specification requirements
- Completed Equality and Diversity Monitoring form [here](#)

Please upload your application through Gasworks Website's portal. Applications that do not follow this format will not be considered. Please note that there is a 10MB limit on pdf submissions. If your file is not in pdf format or is over 10MB you will not be able to submit it.

Gasworks is committed to equal opportunities in recruitment and employment.

**Deadline for applications:** Monday 20<sup>th</sup> June, 10am

**Interviews will be held during the week commencing:** Monday 4<sup>th</sup> July 2022

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