



www.forma.org.uk

Forma Arts – MARKETING & COMMUNICATIONS MANAGER APPLICATION Job Description

Job Title: Marketing & Communications Manager

Contract Terms: Part-time, three days a week (24hrs/week)

Probation Period: 3 months

Salary: £26,000 per annum pro rata

Annual Leave: 15 days per annum (25 days pro rata)

Reports to: Deputy Director

Office/Hours: 10am-6pm plus some occasional weekend and evening work which will be compensated by time-off-in-lieu

Application Deadline: 01 September 2019

Interview Dates: mid-Sept

Application Process: Please submit your CV and a covering letter to info@forma.org.uk with MARKETING & COMMUNICATIONS MANAGER APPLICATION in the subject.

ABOUT FORMA

Forma Arts is one of Europe's leading visual arts commissioning agencies and creative producers, working with British and international artists to develop and deliver new productions and exhibitions in the UK and across the world. Characterised by excellence in concept and context, production values and the audience experience, we exist to imagine, enable and deliver celebrated art projects by exceptional artists.

Artists we have worked with in the past include Cerith Wyn Evans, Bill Morrison and Jóhann Jóhannsson, Adam Broomberg and Oliver Chanarin, Lynette Wallworth and Laurie Anderson. In 2019/20 we are working with artists on a wide range of activities, from R&D to large scale productions. They include Mary Reid Kelley and Patrick Kelley, Benedict Drew, Sophie Hoyle, Beth Kettel, Amartey Golding and Himali Singh Soin amongst others.

We are moving into an exciting new phase and have recently appointed a new Artistic Director and Deputy Director who are taking our 15-year legacy into the future. The new Marketing and

Communications Manager will be a key team member, working closely with Forma's management and Producer to ensure Forma's work is visible to audiences and stakeholders across the UK and rest of world.

Forma Arts is a National Portfolio Organisation, supported by the Arts Council England.
www.forma.org.uk

ABOUT THE ROLE

The Marketing and Communications Manager leads on Forma's marketing and communication strategies. It is a role fundamental to the development of Forma's brand, reach and profile. Developing marketing strategies and campaigns for Forma projects and the organisation as a whole, the post is responsible for managing press and partnership relationships in the support of audience and distribution goals, ensuring the organisation's online communications and all published material are of a high quality.

The new Marketing and Communications Manager will be expected to manage Forma's public events. In addition, they will be responsible for hospitality events such as receptions and private views and be an enthusiastic public advocate for Forma's work. Lastly, they will work closely with the Artistic Director and Producer to plan, produce and deliver publishing activities, including artist editions, online content and publications.

KEY RESPONSIBILITIES

Marketing and Communications

- Contribute to developing a communications and marketing strategy for Forma.
- Lead on the implementation of the communications and marketing strategy, taking responsibility for ensuring key milestones and objectives are met, and a strong organisational brand profile is achieved.
- Lead on the implementation of Forma's brand strategy and management, ensuring brand design guidelines, tone and aesthetic are applied consistently across the organisation and all its activities. Lead on all digital and online platform development and management and provide editorial oversight.
- Lead on development of PR and marketing campaigns for the artistic programme, and on campaign delivery for Forma projects.

Events

- To work with the rest of the team to present public events as part of Forma's artistic programme, acting as host when required.

Management and Development

- Manage all marketing and communication material including drafting of press releases, publicity materials, content for the website, social media and e-mailouts.
- Manage Forma's contact database including all mailing lists and the contact management system, ensuring they are up to date, and appropriately used against data protection guidelines.
- Manage and develop the relationship with press and media contacts, audience development and marketing partners, and external PR agencies.

Documentation and Evaluation

- Ensure quality documentation of the artistic programme for archival and publishing purposes, and the management of Forma's image bank.
- Oversee the collection of audience data and user experience feedback contributing to the development and delivery of the Forma evaluation framework.
- Prepare and present updates and reports for Forma management and Board.

Earned Income and Trading

- Working with Forma's management, contribute to developing a sales and distribution strategy for all editions, publications and media produced by Forma.
- Research, develop and maintain a network of distribution partners, maximising and developing new sales opportunities.
- Lead on the delivery of the marketing and distribution activity of all editions, publications and media.

General

- Manage and be responsible for marketing and distribution expenditure pertaining to Forma projects and sales activity, within the agreed budget.
- Represent and advocate for Forma at events, both formal and informal.
- Demonstrate a commitment to equality and diversity.
- Undertake other duties relevant to the above as may be required.

Note: This description is a guide to the nature of the work and it is not wholly comprehensive or restrictive. As we are developing the organisation, we will examine job descriptions and update them to ensure that they accurately reflect the job required to be performed, or to incorporate proposed changes to said job description.

Person Specification

Working within a small, inspiring and skilled team, you will be a self-starter with solid experience of marketing and communications and events management, demonstrating a good understanding of the arts and culture sector within the UK and internationally. In addition you will have a proven understanding of brand development, sales and production with a desire to develop new entrepreneurial opportunities.

Essential

- At least three years' experience of developing and delivering marketing and audience strategies to meet organisational objectives.
- Knowledge of and keen interest in contemporary art, music, film and performance.
- Excellent writing, proofreading and editorial skills.
- Experience and knowledge of design, layout and print.
- Experience of managing websites and delivering social media strategies.
- Experience of tracking and managing budgets.
- Proven ability to communicate effectively and persuasively with different audiences, project partners, directors, colleagues, artists and the general public.
- Experience of gathering quantitative and qualitative data related to audiences, experience, and engagement.
- Willingness to work flexible hours including evenings, and to travel nationally or internationally when required.
- Demonstrable experience of events budgeting, coordination and hosting.
- Ability to prioritise a complex workload and work well under pressure.
- Computer literate with a genuine interest in digital innovation and artistic developments in this sphere.
- Experience of working within a small team and with artists.
- Self-motivated with a collaborative, entrepreneurial approach.

Desirable

- Experience of publishing/managing artist editions.
- Knowledge and experience of sales and merchandising.
- Experience of publishing and distribution.
- A strong awareness and understanding of existing networks within the arts and cultural sphere.
- A good network of writers, critics, journalists and editors.
- Good experience in using Indesign, Photoshop and Illustrator to produce PDF documents, marketing and promotional material for online and print.

Applicants cannot be expected to be equally strong on all the above criteria, but to provide evidence across the range, in varying strengths and combinations.

Forma strives to be a reflection of our contemporary society and we welcome applications from all backgrounds.