



Forma Arts & Media

FormaHQ
140 Great Dover St
London, SE1 4GW

www.forma.org.uk

ROLE - MARKETING & COMMUNICATIONS MANAGER

Job Title: Marketing & Communications Manager

Contract Terms: Part-time, two-three days a week negotiable (16-24hrs)

Probation Period: 3 months

Salary: £27,500 per annum pro rata

Annual Leave: 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: 25 April 2021

Interview Dates: 28 April 2021

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 is a contemporary art organisation that champions ideas and artists who address the social and political questions of our times. Through a discursive process, we nurture artists' creative vision and grow their ambition in order to develop collaborative projects that are career defining and lead to new major opportunities around the world.

We pride ourselves in being an organisation that artists want to work with. We offer commissioning, fundraising and production expertise, and as a non-gallery-based organisation we present projects in partnership with cultural institutions across the UK and internationally. Forma is where ideas become art.

Artists we have worked with include Cécile B Evans, Ryoji Ikeda, Bill Morrison and Jóhann Jóhannsson, Lynette Wallworth and Himali Singh Soin. In 2021/22 we are working with artists on a wide range of activities, from R&D to large scale productions. They include the Frieze Artist Award 2021, Oliver Channarin, Amartey Golding and Alberta Whittle amongst others.

Forma is experiencing an exciting new phase of organisational development, having appointed a new Artistic Director and Deputy Director in 2019 who are taking our 15-year legacy into the future. The new Marketing and Communications Manager will be a key member within a small, dedicated team, working closely with Forma's management to ensure our is visible to audiences and stakeholders.

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

ABOUT THE ROLE

The Marketing and Communications Manager will lead Forma's audience development plan for the artistic programme and the organisation as a whole, playing a fundamental role in the progression of our profile. They will be responsible for the development and delivery of a comprehensive marketing and communications strategy for each project, including content creation for print, digital and social.

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

The post offers an opportunity to join the organisation at a pivotal stage of growth. In Summer 2021 Forma will launch a new cultural hub in Southwark, FormaHQ - home to 6 artist studios, a public-facing project space, Forma's office, a cafe and a large rooftop garden. With this we will also undertake an organisational rebrand. Throughout the year we will also release several large-scale public programmes with partners across the UK and internationally. There is scope therefore to play a key role alongside senior management in shaping our organisational brand, marketing & communications and digital strategies.

KEY RESPONSIBILITIES

Marketing Strategy and Brand Development

- Contribute to developing a communications and marketing strategy for Forma.
- Contribute to the successful launch of FormaHQ alongside senior management and an organisational rebrand and site upgrade in 2021.
- 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 content development and asset creation for each project, working with freelance producers when necessary.
- 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.

Public-Facing Role

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

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, editorial, platform management and content creation, 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.