

# Outside In

## Communications Coordinator

**Salary:** £23,000 pro rata three days a week

**Contract:** Permanent

**Report to:** Director

### Outside In

Outside In is an award winning charity working to create a fairer and more inclusive art world.

Through our exhibitions, active online community and professional training programmes, we provide a platform for artists who find it difficult to access the art world for reasons including health, disability, isolation or social circumstance. Outside In was founded in 2006 at Pallant House Gallery in West Sussex. In 2016, following celebrations to mark the project's highly successful first decade, Outside In became an independent charity. In 2017 Outside In joined Arts Council England's National Portfolio.

## Job Description

### Overall purpose and role

The Communications Officer oversees all aspects of external communications for Outside In. This includes direct liaison with the press, promotion of the charity's activity across various channels and nurturing of Outside In's community of over 2,500 artists. The Communications Officer plays a crucial role in the promotion and communication of Outside In's mission and activity through print, online and social media.

### Key Deliverables

- To write and disseminate press materials to local, national and international media
- To pitch and develop stories within the media to raise awareness of Outside In and specific Outside In projects
- Take responsibility for the development and management of the website and blog, including generating content, making improvements to functionality, maximising its potential and monitoring its performance
- To create a monthly e-newsletter and quarterly paper newsletter
- To manage the blog, contributing written content and commissioning content from artists and partners
- To update social media (including Facebook, Twitter and Instagram) regularly and to advance schedule posts for when not in the office
- Take responsibility for the development and management of the charity's database of artists and contacts, including a press contacts database
- To oversee Outside In's data protection policy
- To maintain the Outside In press and print archive and compile press and media reports
- To develop marketing material such as flyers, posters and booklets
- To contribute copy for exhibitions and projects
- To create or contribute to reports for trustees, key partners and Outside In Ambassadors and support the Director in writing funding applications

- To ensure partners and funders are kept up to date with Outside In's activity
- To ensure that all of Outside In's communications conform to a cohesive house-style
- To ensure that Outside In are a sector-leader in terms of accessible communications
- Any other tasks as requested

The Communications Coordinator will work closely with all members of the Outside In team. Some evening and weekend work will be required to work at events, private views, etc. - time off in lieu can then be agreed.

## Person Specification

### Essential

- Relevant degree
- Excellent communication skills (written, oral and editing)
- An evident interest in art by excluded artists, and inclusion in the arts
- Experience of database management
- Excellent IT skills and experience of WordPress and CMS websites
- Significant experience of using a range of social media
- Experience of working in an inclusive way with diverse audiences
- Good team working skills
- Excellent inter-personal skills
- A positive attitude and ability to work under pressure and to deadlines
- Excellent organizational and administrative skills

### Desirable

- Relevant degree or qualification
- Experience of website design and management
- Knowledge of data protection policy and legislation
- Experience of the provision of community engagement, access, safeguarding and audience development in a similar environment
- Experience of working with and supporting people with a range of disabilities, safeguarding and access

### To Apply

Complete the Outside In Application Form and email or post with a covering letter to:

**Marc Steene, Director, Outside In**

**Closing Date: Monday 2<sup>nd</sup> October 2017, 9.00am**

**Interview Date: Thursday 12<sup>th</sup> October 2017**