



## Film and Video Umbrella

### COMMUNICATIONS AND CONTENT MANAGER

<b>Contract:</b> 12-month fixed term contract, with the possibility to extend	<b>Pay Band:</b> starting at £30,000 and capped at £35,000 depending on experience
<b>Hours:</b> Full-time, Mon-Fri, 10am – 6pm with occasional evenings and weekend work	<b>Location:</b> We are recruiting nationally. During the pandemic we are home working with very occasional office work at 8 Vine Yard, London, SE1 1QL. After the pandemic TBC - likely 40/60 home working and office working
<b>Reports to:</b> The Director	<b>Direct Reports:</b> N/A

#### PURPOSE OF ROLE

To maintain and grow FVU's audiences and raise the external reputation of the organisation, utilising online and traditional communications.

#### MAIN DUTIES

In consultation with and in line with the Directors' vision, and within available resources:

- Lead on delivery of promotional communications for all FVU's activities, ensuring that all communications from FVU comply with brand guidelines.
- Plan, develop, author and implement creative Audience Engagement, Communications and Marketing Strategies.
- Manage FVU's social media profiles across multiple platforms, drafting and scheduling content in order to maintain and grow FVU's social media following.
- Manage FVU's websites; ensuring content is always up to date, managing SEO, identifying potential developments and working with external developers to implement, keeping the site as dynamic and accessible as possible.
- Manage the distribution of print and digital content to support FVU's commissions, including interviews with artists, BTS videos, teaser clips, commissioned texts (creative and critical writing), leaflets and larger publications,
- Where directed to do so, manage the production of print and digital content, liaising with designers, editors, videographers, partners, writers and artists.
- Manage FVU's e-communications, growing the subscriber list and compile tailored and engaging content.
- Manage FVU's media strategy: develop and maintain strong relationships - particularly with key arts press as well as with other media and marketing partners, including but not limited to general press, sponsors, and peer organisations - delivering campaigns and responding to enquiries on a project-by-project basis. Manage relationships with external PR agencies where relevant.

- Liaise with galleries and project partners on interpretative content to ensure all FVU's commissions are being accurately described and all partners are appropriately credited.
- Manage the collation of audience feedback and demographics in collaboration with exhibition venues, using the results to compile in-depth evaluation and analysis for funding reports and to inform FVU's future strategy, leading on funder reporting where directed to do so.
- Plan project-specific marketing spend within available budgets across print and digital platforms.
- Assist in developing funding applications as and where directed to do so.
- Promote the sale of FVU's publications, both directly and through liaison with an external distributor.
- Regularly report on a range of targets, including press coverage, audience numbers, digital stats and publication sales, for reports to the Board and to funders.
- Deliver communications to funders including individual donors and corporate sponsors, as and where directed to do so.
- Represent and promote FVU at external events.
- Help maintain a productive and appropriate working environment.
- Proactively engage with and support FVU's internal performance management culture.
- Other duties commensurate with the level of this role that may be required to ensure the smooth running of FVU's audience development, communications, marketing and broader organisational goals.

## **SIGNALS OF SUCCESS**

- a. Impact - FVU's followers continue to grow through audience figures, e-bulletin subscriptions, social media and website visits. Presence is maintained and increased through coverage of projects and activities online and in printed press.
- b. Influence - FVU continues to develop and increase partnerships with different organisations to deliver events, publications, commissions and other outputs. Feedback from audiences and peers demonstrates greater awareness of FVU and its projects.
- c. Profile – FVU is positively regarded by artists, peer organisations and audiences.

## PERSON SPECIFICATION

If you do not meet all of the person specifics detailed below, but still feel like you would be good at this job, we are still interested to hear from you, and are happy to consider applicants who would grow into the role or bring something different to the organisation. You do not need to have received a university education to apply.

	Essential	Desirable
<b>EXPERIENCE</b>		
Experience of developing and delivering highly effective audience development and/or marketing and communications plans		✓
Experience of managing social media platforms and developing engaging content	✓	
Experience of working within an arts organisation, or a strong passion for and understanding of the visual arts and the publicly funded arts sector	✓	
Experience of managing websites and of using CMS software such as Expression Engine		✓
Experience using e-communications software such as Mailchimp		✓
Experience managing SEO (search engine optimisation)		✓
Existing relationships with the arts press		✓
Experience of promoting artworks at exhibition or legacy stages		✓
<b>SKILLS &amp; ABILITIES</b>		
Able to produce clear, accurate and engaging written communications	✓	
Able to plan for and meet regular, immovable deadlines and prioritise a heavy workload effectively	✓	
Able to identify and overcome barriers to good external communications	✓	
Able to liaise confidently and productively with external partners	✓	
<b>KNOWLEDGE</b>		
A good working knowledge of Microsoft Office suite, including Excel	✓	
A good working knowledge of available and emerging digital communication platforms	✓	
A good working knowledge of image editing software, such as Photoshop	✓	
A good working knowledge of design software, such as InDesign	✓	
A good working knowledge of editing software such as Premiere		✓
User-level knowledge of database software, such as Filemaker		✓
<b>PERSONAL QUALITIES</b>		
Innovative and creative thinker	✓	
Proactive and self-motivated	✓	
Extremely accurate and attentive to detail	✓	
Reliable and conscientious	✓	
Flexible and proactive approach to change	✓	



## **HOW TO APPLY**

Please send the following to [admin@fvu.co.uk](mailto:admin@fvu.co.uk)

-Curriculum Vitae (no more than two sides of A4)

-Covering letter or supporting statement (no more than two sides of A4)

**Deadline for applications:** noon, Monday 26<sup>th</sup> April 2021

## **EQUAL OPPORTUNITIES**

We are committed to inclusion and equal opportunities in the workplace and we actively encourage applicants from all backgrounds, of different ages, genders, social and economic backgrounds, ethnicities, religions and sexual orientations, and from people with and without disabilities. You can confidentially contact Katie Byford, FVU Team Assistant at [katie@fvu.co.uk](mailto:katie@fvu.co.uk) should you have any access requirements or need any reasonable adjustments to be made in order to apply or attend an interview (interviews will be held online).

Any details included in your application that may indicate a protected characteristic, including but not limited to your name, age, dates that you attended school and/or university, will be redacted from your application before it goes to the people who will assess your application, in an attempt to remove any unconscious bias when selecting the shortlist.

In order to address a lack of diversity within our existing team, at interview stage we will implement the 'tie-break' provision. If two or more candidates are equally qualified for the role but one has a protected characteristic that is under-represented within the team, or suffers a disadvantage because of that characteristic, where possible we will recruit the candidate with the under-represented protected characteristic.

## **ABOUT FILM AND VIDEO UMBRELLA**

Advancing artists' moving image

Film and Video Umbrella enables artists to make challenging, innovative moving image works that are a step-change in their practice and that might otherwise not get made, and ensures that those works are experienced and appreciated by wide and diverse audiences.

FVU commissions, produces and programmes moving-image works by artists and presents them in collaboration with galleries and other cultural partners in the UK and abroad, as well as commissioning and presenting work online.



Underpinning our activity is a commitment to touring as the most effective model of reaching and engaging audiences, working collaboratively with diverse, regionally-based venues to achieve this alongside a programme of online commissions, screenings and exhibitions that are accessible for people across the UK and internationally.

A similar eclecticism and scope is at the heart of our programming, which not only seeks to champion contemporary moving-image work but also clearly and concisely locate it within a broader artistic or cultural context, offering practical and intellectual illumination in this vibrant field of activity, and developing a critical platform for the exchange of ideas around the impact of new technology, on the aesthetics of the artform itself, and within the wider culture generally.

In support of this mission, the organisation produces a programme of contextual materials including interviews, live events and creative and critical writing to render the work engaging to both specialist and non-specialist audiences.

Via these activities FVU aims to enable artists to make critically engaging works, that are innovative and challenging, and that enable a progression in those artists' careers.