



Fife Contemporary

Application Pack

DIGITAL DESIGN &
MARKETING OFFICER



Digital Design and Marketing Officer Application Pack

Fife Contemporary are creating an exciting new role to provide effective digital design and communication, to support all aspects of our programme of activity and increase our digital engagement. Reporting to the Director, this role will suit a natural communicator with digital and design experience and the ability to communicate with diverse audiences across platforms. As well as an opportunity to develop a new website for the organisation, the post-holder will work with all members of the Fife Contemporary team to produce digital content, and be responsible for designing exhibition print, marketing and publications, and managing social media output and interactions.

Key Information

Job Title	Digital Design and Marketing Officer
Reporting to	Director
Responsible for	Digital activity across Fife Contemporary's website and social media, and designing print and digital marketing in collaboration with the tight knit and supportive Fife Contemporary team.
Salary	£15,300 (pro rata based on £25,500 p/a FT)
Holidays	18 p/a inclusive of public holidays (pro rata based on 30 inclusive of public holidays for Full Time Role)
Pension	4.5% employer contribution to organisational scheme or private pension
Probationary period	There is a 3-month probationary period
Hours	Part-time – 24 hours per week 2-year fixed term contract
Location	Office base in St Andrews, but due to the continued closure of our office building, the team are currently working from home. Remote working in this role is possible but the ability to travel to Fife for team collaboration and presence at on-site projects will be required.

Key Dates

Closing Date	10am Tuesday 14 June 2022
Interview date	Wednesday 29 June 2022 (interviews will take place online)
Ideal start date	Late August 2022

Introduction to Fife Contemporary

Since 2006, Fife Contemporary has taken a pioneering role as an organisation operating free of a venue to deliver the best in contemporary art and craft programming. We work with partner venues across Fife and beyond to produce exhibitions, off-site events, and residencies for artists, makers and audiences to experience and enjoy.

Creating a programme which explores current and contemporary discussions in visual art and craft, our flexible and creative approach to delivery enables dedicated activities which support craft makers and visual artists, as well as public programming across a wide variety of venues and digital interactions. Opportunities are continually sought to bring together the widest possible public with high quality artists and makers.

Fife Contemporary has been core-funded since its inception by Creative Scotland. Based on a business plan, which is currently being updated, we will be applying for multiple year funding to continue from April 2024. The organisation is also in receipt of regular revenue funding from Fife Council.

The dialogue between craft, design and visual art is at the heart of the programme. Fife Contemporary has declared Climate Emergency and as a green arts organisation builds environmental concerns and consideration into the programme as well as its operation. Fife Contemporary is also committed to improving equality, diversity and inclusion. This means targeting groups of people who are currently less able to access its activities and supporting artists who may face barriers in being represented. We are embedding this in all programming, operations, staff development and recruitment.

The public programme is delivered across Fife through a wide range of partnerships and collaborations. With their museums and libraries, ONFife is a key exhibition and engagement partner. Partnerships have also been nurtured with educational, community, environmental and artist organisations in order to build audiences. Further collaborations with national and international partners have extended the programme and networks. Public programming also includes engagement activities associated with exhibitions, off-site displays including our touring Craft Pods, targeted mini-residencies with community groups and a summer school for senior pupils across Fife interested in pursuing art & design post-school.

Currently the programme for artists includes a fortnightly news and opportunities bulletin sent to a growing network. We produce CPD events and *Materialise*, which supports recent design graduates and new makers. The online Environmental Resource and ShareSpace enables the proliferation of best practice in craft and visual art between makers and artists. In 2022 Fife Contemporary will support a young maker through a Creative Scotland Youth Arts Bursary.

Through the pandemic Fife Contemporary has rapidly developed its website 'virtual venue' by embracing new forms of stand-alone digital content and creating online material which enhances and provides a legacy for live programmes.

Further information can be found at www.fcac.co.uk



@fifecontemp

Fife Contemporary's Mission, Vision, Values

What we do and what we are working to achieve.

Our core purpose

We produce a high quality programme of visual art and craft to support artists and makers and for the public in Fife, facilitating engagement between them and enriching their lives.

Our Vision

We will know we are being successful when:

- artists and makers thrive and their work is valued
- our programme of activity supports the wellbeing of the public through participation in creativity and enjoyment
- we are recognised as an exemplar small arts organisation in making a difference to cultural and social wellbeing in Fife and beyond.

Our Values

Equality, Diversity and Inclusion

- We will promote a more equal and fair approach within our organisation and in our programme work with partners, artists and the public.
- We work with a broad audience rather than one with a specialised knowledge of contemporary visual art and craft. The presentation and interpretation of work will take this into account.

Natural Environment

- We will monitor and improve our relationship with the natural environment and address the issues of the climate emergency by reducing our carbon footprint, making adaptations to address climate change and highlighting environmental issues through the programme.

Fair Pay

- We believe in fair pay and therefore look to Scottish Artist Union guidelines when determining artists' remuneration and we are an accredited Living Wage employer.

Partnership

- Our programme is delivered through varied partnerships and therefore we negotiate a shared agenda in devising activities.

Celebrate Success

- We take pride in our work and celebrate our success and that of our partners, artists, makers, audiences and participants.

To deliver our vision and core purpose we will:

Aim 1

- support the sustainable practice, professional and creative development of craft and visual artists (with a focus on Fife-based artists).

Aim 2

- promote the practice and work of contemporary craft and visual artists (from local to international) to existing and new audiences, increasing the public's access to a variety of innovative work.

Aim 3

- encourage lifelong learning, creativity and greater health and wellbeing.

Aim 4

- demonstrate best practice in embedding equality, diversity and inclusion as well as environmental awareness and sustainability in the activity of the organisation alongside strong governance.

Job Description

Reporting to the Director and working closely with the Programme Manager you will:

Programme Content

- Support the production of exhibition print and design, including but not limited to designing info panels, preview cards and catalogues
- Work with the Director and Programme Manager to produce press releases and social media to deliver media interest, digital interaction and footfall for the exhibitions' programme
- Design, proof and release the Artist Newsflash in collaboration with the Artist Development Officer
- Support and encourage resident artists and curators to produce and deliver social media content in alignment with the public programme
- Produce and publish contributions from members of the staff team and guest authors on Fife Contemporary blog
- Work with the Director to design and develop digital exhibitions to partner physical exhibitions hosted on the Fife Contemporary website

Marketing and Comms

- Liaise with Programme Manager and Artist Development Officer to agree Marketing plans for each exhibition, activity and artist development project
- Support press connections and mail distribution for the programme, assist with postal mailings as required
- Design and develop e-marketing content for each exhibition, and the monthly Programme Newsletter, in collaboration with the Programme Manager
- Work with the Director and Fife Contemporary team to develop press releases as the programme requires
- Ensure Fife Contemporary complies with GDPR

Social Media

- Coordinate social media content calendar through liaison with members of Fife Contemporary's team
- Devise and develop social media activity on all 3 platforms used by Fife Contemporary (currently Facebook, Twitter, Instagram) to grow engagement and interaction across all Fife Contemporary's streams of activity
- Keep statistical information on social media up to date

Design

- Design Fife Contemporary print material as required including posters, invites, catalogues, brochures, banners, and adverts, creating a visual identity for each project
- Design e-marketing material including digital flyers and banners
- Design interpretive material required as part of an exhibition installation, such as interpretation and vinyl lettering
- Design the organisation's Annual Report and other published documents

Website

- Maintain, update and develop content on Fife Contemporary's website via WordPress CMS
- Research and develop a new and updated website design in collaboration with the Director and Fife Contemporary team
- Liaise with web developer to deliver new website design
- Continue to maintain relationships with the website developer to add further features or fix any problems
- Ensure Fife Contemporary IT & Data Security policies are up to date and relevant to the organisation
- Maintain and collate Google analytics and other website statistics

General

- Work with the staff team in planning and delivery of Fife Contemporary events, including those held outwith standard office hours
- Maintain Fife Contemporary's ethos and commitment to Equality Diversity and Inclusion by embedding good practice in all areas of activity
- Maintain Fife Contemporary's ethos and commitment to environmental sustainability by embedding good practice in all areas of activity
- Attend relevant network and training meetings and events on behalf of the organisation and for personal professional development
- Any other reasonable activity infrequently required to support the aims and objectives of the organisation

Knowledge, Skills & Experience Profile

Essential

- Ability to produce graphic design content, including the use of Adobe InDesign, Photoshop and Illustrator or similar software.
- Knowledge of WordPress or similar web content management software.
- Ability to coordinate and deliver regularly updated digital marketing or social media content.
- Knowledge of best practice in communication through common social media platforms.
- Ability to coordinate work with freelance web designers, film makers and photographers.
- Knowledge of and passion for contemporary art, craft and design.
- Ability to work in a small, flexible team.
- Good planning and time management.
- Ability to write clearly for different audiences.
- Computer literate, particularly use of Microsoft Office.
- Knowledge of GDPR legislation
- Commitment to addressing environmental and climate issues.
- Commitment to implementing equalities, diversity and inclusion to reduce barriers and provide access for artists and the widest possible public.

Desirable

- Demonstrable passion for delivering exciting digital content and awareness of new platforms and digital tools.
- Experience of film editing software.
- Photographic skills.
- Experience working for a third-sector or arts organisation.
- Experience coordinating press contacts.
- Ability to create copy for press releases.
- Ability to work effectively with PR consultants, curators and artists.

How to Apply

To apply, please email jobs@fcac.co.uk with the following:

- Letter of application, no more than 2 sides A4, referring to the Job Description and the Knowledge, Skills and Experience profile.
- CV
- Current contact details
- 2 referees plus their contact details (these will only be contacted if post is offered)

to Kate Grenyer, Director, Fife Contemporary

by **10am, Tuesday 14 June 2022.**

If you have any questions regarding this role in advance of submitting an application, please contact susan.davis@fcac.co.uk.

Alternative formats to submit applications can be made available on request.