

Digital and Communications Officer Recruitment Information



Closing date for applications: 12 noon, Friday 23 July 2021
First interviews: Friday 30 July 2021

Contents

Welcome.....	3
Introducing Pallant House Gallery.....	4
Job Description.....	5
Person Specification.....	6
Benefits and Wellbeing Package.....	8
How to apply.....	9
Equal Opportunities.....	10

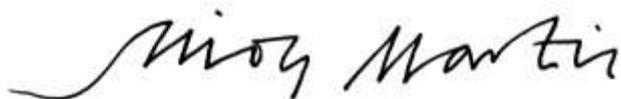
Welcome

Thank you for your interest in joining our dedicated and ambitious Audience and Development team as [Digital and Communications Officer](#).

This is an exciting time at Pallant House Gallery as we seek to expand our digital offer; thinking about the Gallery **not just as a physical but also a digital destination**. **Many visitors' first** encounter with us as an organisation is online and as such, this is a key area of our work in engaging new audiences.

Pallant House Gallery is committed to promoting a diverse and inclusive workplace. We are keen to ensure that opportunities to work with us are open to everybody and welcome applications from people from all backgrounds. If you have any questions about application process or need any additional support, please contact humanresources@pallant.org.uk or phone us on 01243 774557.

We look forward to receiving your application.

A handwritten signature in black ink that reads "Simon Martin". The signature is written in a cursive, flowing style.

Simon Martin
Director

Introducing Pallant House Gallery

Pallant House Gallery is a leading UK museum that stimulates new ways of thinking about art. We explore new perspectives on British art from 1900 to now through an ambitious programme of exhibitions and creative opportunities for all. We invite people from all walks of life to explore our world class collection in a distinctive setting in the heart of Chichester.

Our funding

We receive around 15% of our annual income from public funding. We are an Arts Council England National Portfolio Organisation (NPO), and receive annual support from Chichester District Council. We are reliant on fundraising, endowment income, admissions, sponsorship and commercial activity to cover our costs. 4,000 Pallant House Gallery Friends provide valuable income and support.

Our people

We employ 33 staff (14 full time, 19 part time) and are supported by 200 highly committed volunteers. We receive an average of 60,000 visitors a year.

What makes us different?

Original exhibitions

We present exhibitions that say something new about British art from 1900 to now. We explore relevant subjects with fresh angles and celebrate well-known, overlooked and emerging artists.

A 'collection of collections'

We care for a world class collection of Modern British and contemporary art, largely formed of donations by passionate collectors over 35 years. We continue to make it accessible and show its relevance to today.

A part of people's creative lives

Our wide range of creative opportunities for people of all ages and backgrounds helps them to discover how art can have a place in their lives.

A distinctive home

We welcome visitors to the distinctive setting of an 18th century townhouse and a 21st century gallery in the heart of historic Chichester on the south coast of England.

Job Description

Details

Job title:	Digital and Communications Officer
Salary:	£19,500 - £21,000 pro rata
Hours:	4 days / 30 hours per week (0.4 FTE)
Location:	Office-based, although the pandemic has necessitated some home-working for non-visitor facing staff
Department:	Communications team within Audience & Development department
Reports to:	Marketing Manager / Digital Content Manager

Purpose and key objectives

The Digital and Communications Officer is a crucial part of the Communications team, providing marketing support across the **Gallery's events and exhibitions, actively contributing to the Gallery's digital profile, helping to ensure the efficiency of our marketing campaigns and providing administrative support to the department.**

Key Responsibilities

Marketing

- To support the Marketing Manager in the gathering of audience data in order to deepen **the Gallery's understanding of their audiences, including collating feedback from visitors** via Comments Cards, Visitor Books and Audience Finder surveys and digital sources including **the Gallery's CRM system**
- To support the Marketing Manager on the **delivery of the Gallery's marketing campaigns** including the production of print materials, in-house posters and display

Digital

- To contribute to and help maintain content on the Gallery website, ensuring accurate representation of all departments within the Gallery
- To play an active role in developing our digital content strategy, contributing creative content ideas to the ongoing plan, with an awareness of our brand and audience development goals and working with the team to develop a better digital profile for the Gallery
- To support on the delivery of our social media strategy and creation of social media content including responding to conversations and queries and engaging with our followers
- To provide support to other teams across the Gallery with digital content and resources, for example helping us to host digital events and create educational resources

- To maintain external listings of exhibitions on appropriate websites
- **To support in the creation and dissemination of the Gallery's eBulletins**
- To support the department on image management, including rights clearance and image folders

Press and Media Relations

- To support our external press agency on media relations around the exhibition programme and the Gallery in general, including gathering press assets, including images, copyright and information from curators
- To support on the management of press views
- **To maintain the Gallery's internal Press Office, responding** reactively to press requests and maintaining an organised image library
- Ensuring that the press contact list is kept up to date using Spektrix
- To manage and maintain an organised press cuttings library and create seasonal press reports

Special Events

- To support the Communications team on marketing planning and events organisation around special events such as the Open Weekend

Departmental Support

- To support the Design and Production Manager on design tasks on an ad hoc basis, for example event posters
- To provide ad hoc support across the department where needed, for example working **with Front of House on signage needs, keeping Volunteers' folders up to date** and helping with postal mail-outs

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post.

Person Specification

Essential

- Excellent copywriting skills
- An understanding of digital marketing and confidence using social media
- A demonstrable interest in marketing
- An interest in arts and culture experience of working in a museum, gallery or visitor attraction
- Strong team-working skills and an ability to be adaptable
- An organised approach to work, including excellent time-management skills

- Excellent interpersonal skills and the ability to build strong relationships with colleagues and external partners
- The ability to think creatively, with a curiosity for good stories and the confidence to bring creative ideas to the table
- Meticulous attention to detail
- An eye for design and experience with design software such as Photoshop and InDesign
- Highly computer literate, with proficiency with Microsoft Office
- Experience of working with Social Media Analytics and / or other data analysis tools

Desirable

- Minimum 1 year experience in marketing, or relevant work experience
- A relevant degree or other marketing qualification
- Experience of working in a museum, gallery or visitor attraction

Benefits and Wellbeing Package

Benefits

Flexible working

- The Gallery has a Flexible Working policy and will consider flexible working requests on **successful completion of an employee's probationary period.**

Holiday Allowance

- 25 days basic holiday allowance (pro-rata)
- Extra day off each year to celebrate a birthday or other occasion

Pension

- Auto Enrolment scheme. Currently a 3% contribution from Pallant House Gallery

Travel Support

- Interest free loan scheme for annual season tickets for trains
- Interest free loan for annual car park permits

Discounts and free offers

- 20% discount in the Pallant House Gallery Restaurant and Café (excluding Saturday)
- 10% discount in Pallant House Gallery Bookshop
- Free admission tickets to the Gallery for family and friends
- Free tickets to Gallery talks and online lectures
- Free copies of the lead exhibition catalogues and Gallery Magazine
- Free Preview tickets for Chichester Festival Theatre (subject to availability)

Health & Wellbeing

- Fresh organic fruit provided weekly in the staff room (currently paused due to the pandemic)
- Annual flu jab
- Free sanitary products
- Offer of health and wellbeing related counselling (up to six sessions, subject to the confirmation of the session rate) for staff on request from your line manager

How to apply

Process

Please complete and return the following forms, which are available to download our website here: pallant.org.uk/who-we-are/our-people/work-with-us/

- Application form
- Equality and Diversity Monitoring form

If you have any access issues or questions about these forms, please contact humanresources@pallant.org.uk or phone us on 01243 774557.

The completed forms should be returned:

- by email to humanresources@pallant.org.uk
- or by post to:
Human Resources
Pallant House Gallery
9 North Pallant
Chichester
PO19 1TJ

Deadline for receipt of applications

The deadline for applications is 12 noon on Friday 23 July 2021. Please note that late applications will only be accepted if received within 1 hour of the closing time. Any forms received after this time will not be processed.

Acknowledgement of receipt

Email applications will be acknowledged by auto response when we receive them.

Candidates not selected for interview will be informed by email. We regret we cannot enter into correspondence as to the reasons for non-selection.

Interviews

The interview schedule for this post is as follows:

Interview	Date	Location
First interview	Fri 30 July 2021	Via Zoom
Second interview	<i>TBC</i>	<i>TBC</i>

If interviews are held on site, the Gallery will offer to reimburse candidates who incur reasonable travel costs on production of a valid receipt or mileage claim.

Equal Opportunities

Pallant House Gallery is an equal opportunities employer and we are committed to promoting a diverse and inclusive workplace. We are keen to ensure that opportunities to work with us are open to everybody and welcome applications from people from all backgrounds.

If you have any questions about application process or need any additional support, please contact humanresources@pallant.org.uk or phone us on 01243 774557.

Applicants with disabilities

We are committed to employing people with disabilities and wish to encourage more applications from people with disabilities.

If you are considered to be disabled under the Equality Act definition¹ and have demonstrated that you meet the essential criteria for the post, you will be guaranteed an interview. Please indicate whether you consider yourself to have a disability in the relevant section of the application form, along with any arrangements you would like us to make to assist you if you are called for interview.

Equality and Diversity Monitoring form

The Equality Act 2010 requires us to ensure that we do not unlawfully discriminate against applicants. By completing the Equality and Diversity Monitoring form, you will help us check that we have complied with the law and improve our efforts to diversify our workforce.

Your answers you give will be held as anonymous and confidential data. The information from the forms we receive will be combined and reviewed in aggregate (so that you cannot be identified) and retained for no more than twelve months after the end of the recruitment process.

¹ The Equality Act 2010 states that a person has a disability if they *“have a physical or mental impairment that has a ‘substantial’ and ‘long-term’ negative effect on their ability to do normal daily activities.”*