



GemArts
Gateshead Central Library
Prince Consort Road
Gateshead
NE8 4LN
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Email: vikas@gemarts.org
Website: www.gemarts.org

GemArts is part of Gateshead Visible Ethnic Minority Support Group, a unique charity set up in 1989 to provide support to black Asian and minority ethnic, refugee and asylum seeker individuals and families.

GemArts is an award winning, National Portfolio Organisation funded by the Arts Council England, and is a nationally recognised leader in the South Asian and diversity arts sector. GemArts is committed to delivering an ambitious and inspiring programme, producing work of the highest artistic quality, including providing a platform for artists of international significance, from the UK and abroad, to present their work to audiences in our region and beyond. As well as supporting and presenting work of established artists, GemArts has continued to support and deliver professional development opportunities for emerging and mid-career artists, and proactively disseminates best practice advances through regional, national and international networks and platforms.

GemArts has expertise in staging and producing large-scale arts festivals, events, concerts and commissions; and has built up an extensive database of people interested in the region's diverse arts scene. GemArts has a successful track record of working in partnership with flagship venues, places and community spaces implementing bespoke audience and participant development initiatives, specifically working with those communities that are least engaged.

GemArts is committed to excellence in its participatory arts practice, particularly supporting artists working in the diversity arts sector. GemArts specialises in delivering innovative arts projects with disadvantaged and marginalised BAME, asylum seeker, refugee and wider communities, in estates and communities where there is minimal or no cultural provision; its work questions assumptions found within society, challenging artists and communities to continuously strive for excellence in the creative process to enable participants to produce exceptional art, and to explore the diversity and complexity of modern identities.

Our Vision: We believe the arts enrich the lives of individuals and communities through celebrating our shared cultural diversity – Raising aspirations, building stronger communities and breaking down barriers.

Our Mission: To increase equality of opportunity for everyone to engage with culturally diverse arts - as artists, producers, participants and audiences.

In a typical year we:

- programme over 30 high profile performances, exhibition and commissions
- work with around 300 individual artists across all art forms
- engage with over 14000 participants in our participatory arts programme
- attract over 50000 audience members from all communities to our programme

Further information about GemArts can be found at: www.gemarts.org

Job Description

Job Title: Communications & Development Officer

Purpose of the Post

There is now an exciting opportunity to join GemArts in this role. As Communications and Development Officer you will take lead responsibility for the implementation of GemArts press and media activity and contribute to our communications and fundraising strategies.

We are looking for a highly motivated person, a creative thinker whose experience will enable them to raise and maintain the profile and awareness of GemArts locally, nationally and internationally. This role calls for a proactive, dynamic and reliable person who can make limited resources go far with an integrated approach.

Main Duties and Responsibilities

The duties and responsibilities outlined below are intended to be an indication of the scope and nature of the post and are subject to review periodically through staff review and appraisal

Communications

- Ensure coherence of message, style, text and imagery across all GemArts communications.
- Represent GemArts at performances, workshops and events, building relationships with relevant press and media, artists, audiences, funders, donors, sponsors and stakeholders.
- Build and maintain positive relationships with press, broadcast and web based media organisations and other outlets for disseminating GemArts message, including writing press releases, providing briefings for interviews and other activities.
- Ensure relationships with designers, printers and other suppliers are positive and create best value for GemArts.
- Maintain and regularly update relevant sections on GemArts website and maximise the usage of social, electronic and public media, including newsletter and e-bulletins, to promote GemArts vision, mission and artistic programme
- Ensure the production of brochures and other communications, writing and checking copy, sourcing and agreeing design, images, and credits.

Marketing

- Contribute to the overall marketing and audience development strategies, including plans for individual activities, performances, workshops and events.
- Liaise with press and marketing departments of visiting companies, artists, venues and others to maximise impact.
- Commission and source still and moving imagery to support marketing materials.
- Help to monitor and report on audience/participant attendance and income targets.

- Assist in generating useful management information about audiences and participants, opinions and behaviour to inform the development of marketing strategies and programming decisions.
- Assist in undertaking audience, segmentation and marketing research to build GemArts understanding of its market, inform the development of marketing strategies and demonstrate public value to funders.

Development

- Contribute to the research and development of new events and fundraising opportunities
- Help to coordinate the development and implementation of fundraising strategy
- Researching new sources of trust and foundation funding
- Preparation of new grant applications, including editing, proof reading and managing online applications
- Provide administrative support to ensure reporting requirements are met in a timely and professional manner
- Assist with the preparation of evaluation and update reports for funders, working with colleagues across the organisation to gather and manage data
- Responsible for the organisation and execution of fundraising events.
- Represent the GemArts at networking and industry events
- Ensure effective communication with funders, individual supporters, donors and sponsors via phone, email, and in person where required.
- Assist in the development of fundraising and marketing materials as required.
- Responsible for stock checking, maintenance and dispatch of fundraising and promotional items.
- Develop and maintain a relationship management system to capture data, specifically in relation to the updating of individual supporters and events participants, including accurate record keeping of activities, income received and thanking donors.

Overall

- Contribute to the development of GemArts Business Plan and the delivery of its mission, priorities and strategic objectives.
- Assist in the delivery of GemArts artistic programme including performances, participation and festivals.
- Be a proactive member of the GemArts team, preparing papers for report and discussion for the Board and other meetings as required.
- Control relevant budgets and ensure all financial matters are managed in accordance with GemArts policies and procedures while working to maximise income and minimise expenditure.
- Ensure that confidentiality and security of sensitive information is maintained and complies with the requirements of the General Data Protection Regulations
- Carry out duties and responsibilities with regard to GemArts Equality and Diversity, Environmental, Health and Safety and other policies.
- Contribute to a positive organisational culture, supporting staff, looking after volunteers and ensuring that the organisation performs at its best at all times.
- Carry out necessary administrative work generated by the above activities.
- Undertake other duties as may be reasonably required.

Person Specification

Criteria	Essential	Method of Assessment
Experience	<ul style="list-style-type: none"> • At least two years working experience in a fundraising, commercial marketing or events management environment. • Experience of at least one of fundraising development or marketing in an arts or cultural environment. 	Application, Interview & Presentation
Skills and Abilities	<ul style="list-style-type: none"> • Excellent, communication skills both verbal and written. • Demonstrate applied or transferrable knowledge and skills in marketing and communications for the cultural, charity, heritage or arts sectors. • Demonstrated ability to network effectively and develop strong relationships. • Can demonstrate excellent skills in the use of Adobe Photoshop and/or other desk-top publishing packages. • Excellent IT skills including Microsoft Outlook, Word and Excel, social media and web applications. • Excellent organisational skills with the ability to multitask prioritise your workload and meet multiple deadlines. • Good research skills including on-line and off-line • Ability to work successfully independently and as part of a team. • Experience of working with website content management systems and social media. 	Application, Interview & Presentation
Education/Qualifications	<ul style="list-style-type: none"> • Degree level or professional qualifications in Marketing, Cultural or event management, Fundraising or associated subjects • Post-graduate study in a relevant discipline may be an advantage. 	Application, Interview & Presentation
Other	<ul style="list-style-type: none"> • Demonstrate enthusiasm, creativity, initiative and self-confidence. • Demonstrate a strong interest in arts, heritage and culture. • Experience of festivals and events organisation • Demonstrate an understanding of and enthusiasm for the vision of GemArts and the diversity arts sector 	Application, Interview & Presentation

Additional Information:

Location - Based in GemArts office in Gateshead Central Library, Prince Consort Road, Gateshead, NE8 4LN with occasional regional or national travel.

Working Arrangement - A Part-time employment contract for 3 days per week or 22.5 hours is offered for a 2 years fixed term period. Some work during evenings and weekends will be required; time off in lieu will be granted for additional hours worked on a one to one basis.

Annual leave entitlement - 21 days per year pro rata

Salary – £20000.00 per annum pro rata, plus pension

Responsible to: Director and Board of Trustees and Steering Group

Probation Period - 2 months

Notice period - One week during probation period, rising to one month after successful completion of probation period

How to Apply

Applications should be made on the enclosed Application Form. Please follow the instructions on the Application Form carefully. This pack contains the key information needed to make an application. CVs will not be accepted.

Return your completed application form by the deadline of 10am, Monday 14th May 2018 to: vikas@gemarts.org

Interviews will be held on Thursday 24th May 2018

GemArts is an equal opportunities employer and welcomes applications from all members of society.