

Application pack

If you need any of the recruitment documents for this role in a different format (e.g. large print or audio file), please email jobs@freewordcentre.com or call 020 7324 2570

JOB TITLE:	Digital Communications Assistant
SALARY:	£21,000 pro rata (£12,600 for 3 days / week, 0.6 full time equivalent)
REPORTING TO:	Communications Manager
START DATE:	As soon as possible
LOCATION:	Based at our fully accessible venue in Clerkenwell
CONTRACT TYPE:	Part Time Fixed Term contract (12 months initially with possibility of extension)
NORMAL HOURS:	7 hours a day plus 1 hour lunch break, flexible start and finish time (start between 9-10.30am, finish between 5-6.30pm). Flexibility over which days but a regular weekly working pattern is preferred
OTHER:	Holiday 28 days pro rata including public holidays (17 days for 0.6 FTE) plus any annual Christmas closure; probationary period 3 months

WHO WE ARE

Free Word is an arts organisation focused on the power and politics of words. We are also a home for organisations interested in who gets to speak and be heard in society.

In our central London venue in Clerkenwell, we programme collaboratively with our artists and partners on Seasons of events that address urgent issues of our time.

We place an emphasis on perspectives that are underrepresented in the mainstream, bringing together a rich variety of writers, artists and activists to spark critical conversation about society, culture and politics.

We are an Arts Council England National Portfolio Organisation and also receive regular funding from the Norwegian Free Expression foundation, Fritt Ord.

FREE WORD

THE ROLE

We are looking for a bold, inspiring digital communicator to help us engage meaningfully with our target 18-30s audiences online and when they visit Free Word. You'll have a strong interest in socio-political issues, writing and the arts, and an understanding of structural power imbalance and the perspectives missing from mainstream conversation.

Working closely with our Communications Manager, you'll play a vital role in generating a buzz around our Seasons of work, maximising ticket bookings and getting the Free Word brand out there. You'll know how to make digital communications feel personal and shape campaigns that stand out from the crowd.

Coming up with creative, cost effective marketing ideas comes naturally to you, but you also have the practical skills and systematic approach to deliver them. You're experienced in getting the most out of tools like Adobe InDesign, Photoshop and Wordpress. You get the importance of detail and consistency, making sure all design and content you produce is high quality and accurate, copyright and data legislation is upheld, and funder and partner credits honoured.

RESPONSIBILITIES

SUMMARY

- Work with the Communications Manager to deliver targeted marketing campaigns for new Free Word Seasons, including paid campaigns across social media platforms, digital and print content and managing pre and post-show mail-outs and promotions

DIGITAL CONTENT AND ENGAGEMENT

- Curate the voice of Free Word on social media, ensuring the tone of voice across Twitter, Facebook and Instagram is consistent whilst having a distinct approach for each channel
- Work with the Communications Manager to develop high quality content for online platforms tailored to our target 18 – 30s audiences
- Contribute ideas for innovative ways of producing, sharing and promoting Season content with artists, partners, media and digital audiences
- Edit and upload digital content to Free Word website and social media platforms, including editing audio, video, images and written copy

FREE WORD

MAILING LISTS

- Work with the Communications Manager to create segmented customer lists in our ticketing & CRM system (Spektrix), and to streamline and ensure consistency in customer data processes
- Support the Communications Manager sharing Season related news to Residents, Associates and Free Word partners
- Work with the Box Office Assistant to manage pre-event reminder emails and post-event evaluation
- Work with the Venue Assistant to coordinate Season-specific Word of the Week emails to schools and libraries

BRANDING

- Support the Communications Manager in developing the style guide for our new branding
- Ensure the consistent use of the Free Word brand in all communications (internally and externally) and signage around the Free Word building
- Regularly check online listings to ensure all public information about Free Word is up to date (e.g. Google listings, Wikipedia)

GENERAL

- Advocate for Free Word's vision, mission and activities
- Uphold and implement Free Word's policies, procedures and plans
- Undertake any other duties that may reasonably be required

PERSON SPECIFICATION

QUALIFICATIONS, KNOWLEDGE & EXPERIENCE

- At least 1 year's relevant experience working in a communications role in the arts, politics, or wider cultural sector
- Clear understanding of effective, engaging digital content targeted at 18 – 30 year olds
- Knowledge of Wordpress or similar CMS systems
- Awareness of customer data regulations (GDPR)

SKILLS

- Confident and compelling communicator. Easy, friendly and accessible written and spoken communication style by email, phone and in person

FREE WORD

- Excellent copywriting skills and exceptional understanding of the different approaches required for different social media platforms, newsletters and mail-outs, and other forms of online communication
- Able to articulate the organisation's aims in a clear and concise way
- Able to handle high profile and sensitive comms issues, including understanding when to refer issues up to more senior staff
- Proficient in at least two of the following: Adobe InDesign, Photoshop, video editing and GIF-making software

ATTRIBUTES

- Passionate about Free Word's mission, and excited to play a central role in shaping Free Word's digital voice and identity
- A strong interest in socio-political issues: an understanding of structural power imbalance and the perspectives missing from mainstream conversation
- Able to manage time, solve problems and juggle different responsibilities to meet deadlines
- Great attention to detail (e.g. acute proof-reader) and active listener
- Flexible and able to thrive in a fast-moving environment; able to deal with last minute requests and unexpected obstacles with initiative, and as part of a team
- Excellent attitude towards upholding policies, procedures and legal compliance
- Openness to the views of colleagues, to sharing ideas and skills, and to being inspired and influenced by others

HOW TO APPLY

Please complete

- An application form. In this form, we ask you to
 - Describe why you want the job
 - Describe how you meet the person specification
 - Tell us about you. What makes you tick? What inspires you most? What galvanises you into action?
 - Include your CV
- Equal Opportunities monitoring questionnaire, to help us understanding whether we are succeeding in promoting equality of opportunity and encouraging representation. This is completely separate from your application – we do not connect the two

The application form is downloadable from the Free Word website, where you will also be able to view our Applicant Privacy Policy:

<https://freeword.org/about/#section-vacancies>

The monitoring questionnaire is available here for completion online:

<https://www.surveymonkey.co.uk/r/NRPP3SK>

Please send your application by email with the form attached to jobs@freewordcentre.com by 10am on Thursday 24 January 2019 with the subject heading **Digital Comms Assistant application**

Interviews are expected to take place week beginning 28 January 2019

All applicants will receive a response from us to confirm whether or not they have been selected for interview.

FURTHER INFORMATION

If you have any difficulty opening or viewing the recruitment documents, please email jobs@freewordcentre.com with the subject heading **Digital Comms Assistant documents**

If you have any questions, please email jobs@freewordcentre.com by end of Tuesday 22 January 2019 with the subject heading **Digital Comms Assistant questions**

Thank you for your interest in this role, and we look forward to hearing from you



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