

# OPEN EYE GALLERY

Open Eye Gallery  
19 Mann Island  
Liverpool Waterfront  
L3 1BP

[www.openeye.org.uk](http://www.openeye.org.uk)  
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Company Limited by Guarantee No.1204519 &  
Registered Charity No.1056743

## 1. Post

Job Title:	<b>Digital Marketing, Communications &amp; Content Producer</b>
Days:	4 days a week
Closing Date:	Wednesday 26 August - Midnight
Salary:	17,000 - 20,000 pro rata depending on experience
Interviews:	Wednesday 2 September (via Zoom)

## 2. Supervisory responsibilities/position in structure

Responsible to:	Executive Director
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## 3. Main function of job

We are looking to appoint an exceptional individual to take forward our digital marketing, communications & written content. They will work with the staff team, partners and communities to grow attendance and participation across Open Eye Gallery's programme. They will work to expand the scope of the wider programme, creating opportunities for lasting digital engagement. Additionally, they will take the organisational lead for any marketing and PR activity.

We are a small dedicated team looking for a professional with a wide skill-set to support and communicate about the work we are doing. Enthusiasm and a positive approach under the pressure of small budgets and multiple deadlines are a must.

The role is based at Open Eye Gallery offices.

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## 4. Job Description

### Duties/Responsibilities

#### Brand Marketing

- Develop and roll-out marketing and communications plans for the gallery's exhibition, events and programme.
- Develop the organisation's brand and manage digital, print and signage.
- Manage production of written content; writing, editing and proofing copy for a range of formats and purposes.
- Support the planning, delivery and communications around exhibitions, launches, events and online activity.

#### Managing online channels

- Update and develop content for the website and blogs, working with a diverse range of contributors.
- Ensure the smooth operation of the gallery website, and work with external support to develop it as needed.
- Manage the implementation and monitor the performance of newsletters.
- Grow the gallery's Facebook, Twitter, Instagram, YouTube and other digital channels, creating and coordinating relevant content for each.
- Grow and maintain custom audiences and email databases.
- Use Search Engine Optimisation to extend the reach and performance of the website.
- Use Google analytics to monitor traffic levels and performance of our digital media.

#### PR and Media Relations

- Take the lead on press and media activity, develop and maintain relationships with key relevant media figures.
- Manage the press contacts database.

#### Other

- Work with others to design publications and supporting exhibition materials.
- Monitor and evaluate all press activity, preparing and/or delivering reports to the board and other stakeholders.
- Support programme staff in the design, production and editing of contextual materials (such as gallery wall texts, gallery guides and exhibition information packs).
- Contribute to Business and Audience Development plans and work to achieve set goals.
- Maintain effective and transparent systems.
- Support Audience development and programme staff in the creation and production of Audio guides.
- Manage budgets efficiently and transparently.
- Provide support to the volunteer and placement team as required.
- Undertake other duties of a similar nature as may be required from time to time.
- Develop Open Eye Gallery's commitment to Equality and Diversity and promote non-discriminatory practices in all aspects of work undertaken, and to adhere to the gallery's Health and Safety policies and procedures.

The post holder will be expected to show the highest level of integrity and confidentiality in the provision of these duties.

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## 5. Skills & Key Characteristics

This role would suit a marketing professional or digital marketing/social media graduate with proven experience of digital content and social media who has these key skills:

### Essential skills

Able to write and post engaging content.  
Able to write inspiring press releases.  
Ability to use a Wordpress content management system.  
Experience of posting on the major social media channels  
Able to monitor traffic performance using Google analytics  
Experience of implementing email campaigns  
Ability to manage a budget

### Desirable skills

Experience of social media campaigns  
Familiarity with the Adobe suite, particularly Photoshop, InDesign, Illustrator and Premiere.  
Familiarity with image formats and resolutions.  
Understanding of custom audiences  
Able to conduct A/B tests  
Able to implement SEO on websites  
Experience of dealing with the national press

### Key characteristics

Strong ethic of collaborative working  
Should be a self-motivated individual  
Passionate about enabling access to the arts  
Should exhibit high levels of attention to detail  
Has excellent organisational and time management skills  
Has a desire to learn new skills and new technologies  
Is able to identify and solve problems

## 6. Application Details

A job description can be downloaded from our website here: [openeye.org.uk/opportunities](https://openeye.org.uk/opportunities)

To apply, please submit the following information:

1. CV
2. Cover letter detailing any relevant experience in relation to the Job Description
3. Equal Opportunities Monitoring Form - <https://forms.gle/usBZiNxVWwJ7o2YQ9>

We strongly encourage applications from all backgrounds, particularly people of colour and those living with disabilities. We fully recognise the value of a team that is made up of diverse skills, experiences and abilities.

Closing Date: 26th August, Midnight. Interviews to take place on the 2nd of September, over Zoom. Please let us know in your application email if you have any specific access requirements.

Email: [jobs@openeye.org.uk](mailto:jobs@openeye.org.uk)

Post: Open Eye Galley, 19 Mann Island, Liverpool Waterfront, Liverpool, L3 1BP.

Unfortunately, we do not have the capacity to feedback on individual applications

