



DIGITAL MARKETING COMMUNICATIONS AND CONTENT PRODUCER

Recruitment Pack

**OPEN
EYE
GALLERY**

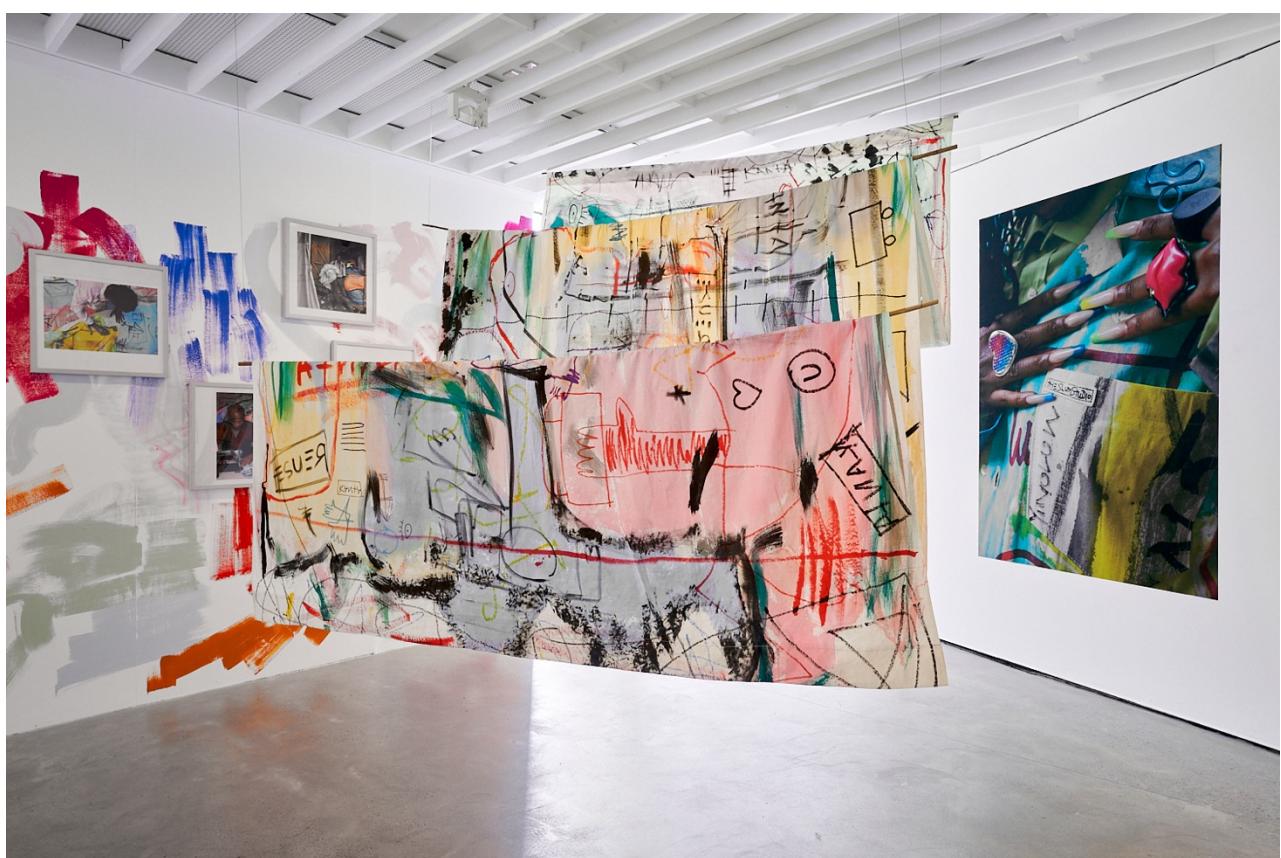
ABOUT US

Open Eye Gallery is a leading photography organisation and charity with a base in a purpose-built space in an iconic building on Liverpool's prestigious Waterfront. We are the only dedicated photography gallery in the North West of England and receive core funding from Arts Council England and Liverpool City Council.

Our scale enables us to be fleet and innovative and our partnership model enables us to be responsive, so we consistently punch above our weight. We proactively take risks to spark crucial

conversations and enable creative expression.

Our programme begins with people - with local, regional and international communities - and it is built around the agency of photographs and photographers. We work with people to push for social change and we lead on socially engaged photography nationally. Bringing different voices, photographers and communities together, we establish projects where the collaborative process is just as important as the final product.



The Slum Studio at Open Eye Gallery © Rob Battersby

We are more than a gallery. A wide range of partnerships have transformed our impact in recent years, enabling us to work extensively beyond the gallery, creating programmes with new communities, supporting diverse talent, developing exhibitions that are relevant, carrying out research and lab projects, hosting residencies and learning with communities.

We work closely with several universities, including jointly devising and running photography B.A. and M.A. courses.

All welcome, always! We act and communicate in a way that is generous, nurturing and friendly. We want everyone to make themselves at home in our spaces and join us in celebrating

difference, speaking out against racism and all discrimination. We seek to include, always.

We're open source and free to use. As much as possible, our staff, space, online channels and networks are open and free for people to use. Our open processes and platforms make it easy to contribute to and co-author our programme.

Our work goes from grassroots to global. Photography is a tremendously powerful way of bringing different cultures into conversation together. We work with local residents and international partners to support representation, empathy, equality and inclusivity.



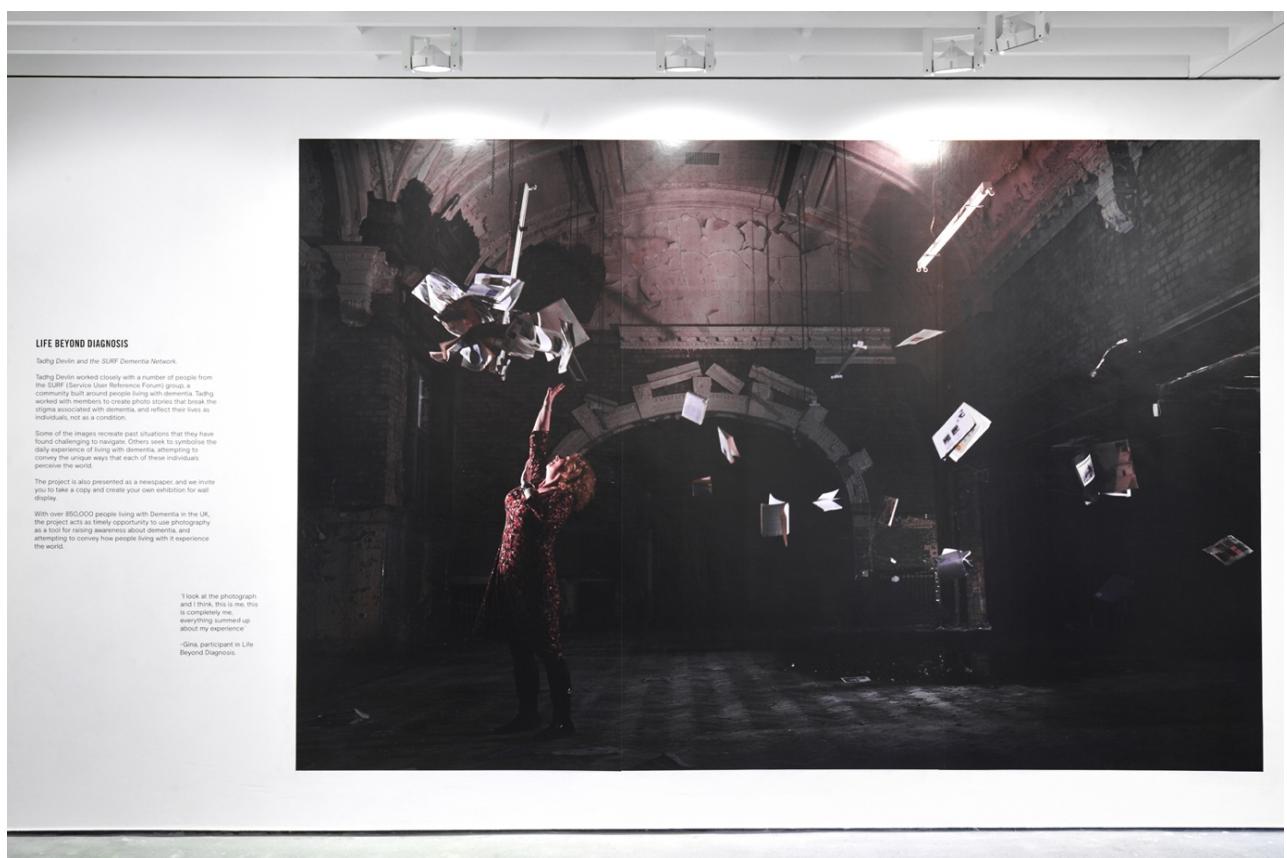
Forest, Yan Preston at Birkenhead Priory © Yan Preston

We believe photography is for everyone and can meaningfully inform our present and inspire positive futures.

We work with people to explore photography's unique ability to connect, to tell stories, to inquire, to reflect on humanity's past and present, and to celebrate its diversity and creativity.



One Day At A Time Boys © Gary Lambert



Gina – Life Beyond Diagnosis, Tadhg Devlin © Rob Battersby

“I look at the photograph and I think this is me, completely me, everything summed up about my experience” – Gina, participant in *Life Beyond Diagnosis*, a co-authored project from Tadhg Devlin and the Surf Group, commissioned as part of our region-wide socially engaged photography practice, *Culture Shifts*, involving 10 residencies and 7 exhibitions during 2016-18.

“Today people are curating their lives using photography. With 4 billion images uploaded to social media each day, photography is now as important as text and oral communication in our understanding of the world. At Open Eye Gallery we are privileged in working with the expertise and creativity of photographers, the vibrancy of communities and mutual respect of partners to explore the agency of photography at this moment in history.”

- Sarah Fisher, Executive Director

Our exhibitions, in-gallery and offsite, reach over 250,000 people per year and over 5,000 people engage with our events, workshops or socially engaged programme, and many more engage online.

We are motivated by both the insight of the photographer and the potential of photography to enable a diversity of voices to explore everyday creativity.



Northwood Golden Years Group working with artist Tony Mallon in Kirkby © Jemma O'Brien

“Open Eye Gallery, where I... discovered photography was what I'd do for the rest of my life. Having a voice that people want to hear is a rare privilege.”

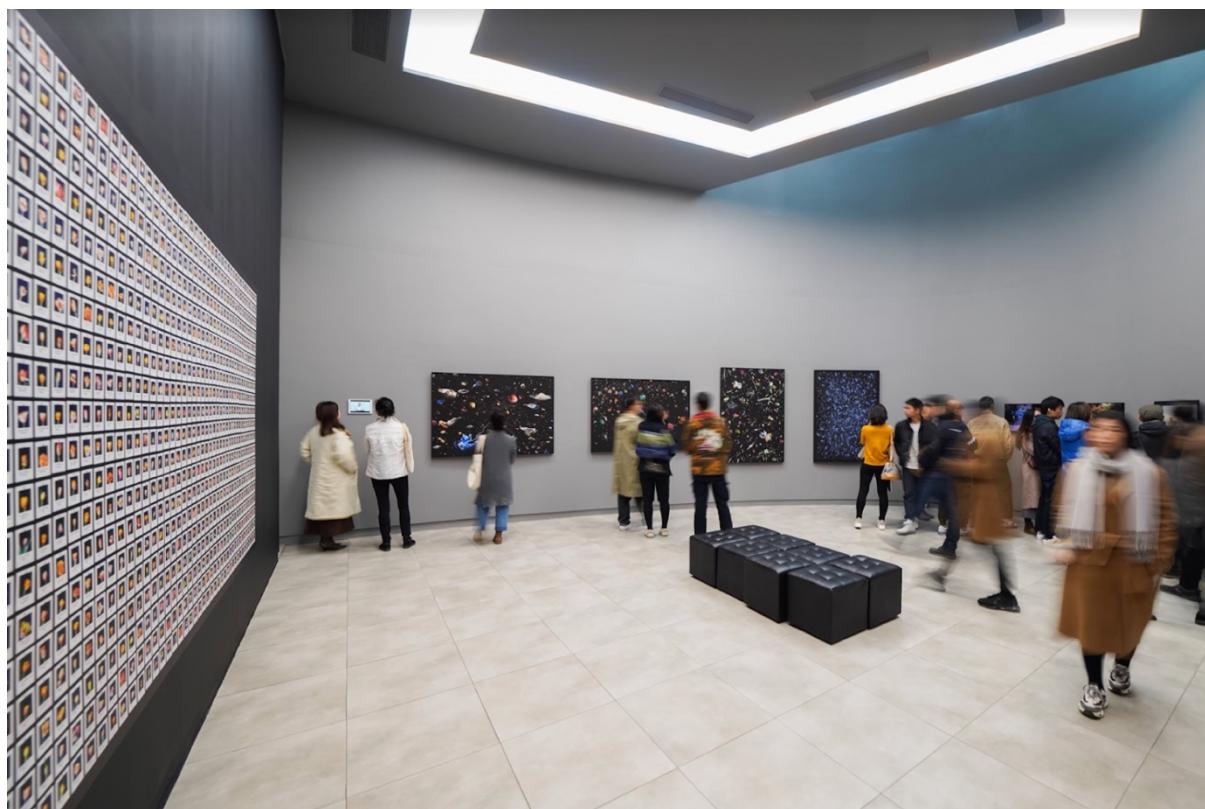
- Simon Norfolk, Photographer

Our track record of working with excellent photographers is reflected in our archive which contains over 1,600 prints, a valuable resource for scholarship, exhibition and education. It contains works gifted to the gallery – some of which dates back to the 1930's – and works commissioned by the gallery with a strong emphasis on works made in

the city region.

Open Eye Gallery is governed by a Board of Trustees, is a registered charity and company limited by guarantee. We have a core team of nine staff and an ability to adapt, frequently employing project staff so we can embrace new opportunities.

Many of our partnerships continue beyond an initial project so that over the years, partner staff have become very much part of our extended family. We have a reputation for friendliness and our excellent track record of supporting career development has established both a loyal volunteer programme and an impactful student placement programme.



Peer to Peer, Shanghai Centre of Photography

DIGITAL MARKETING, COMMUNICATIONS & CONTENT PRODUCER

- Job Description/Person Specification

1. Post						
Post:	Digital Marketing, Communications & Content Producer					
Contract:	4 days a week					
Salary:	17,000 - 20,000 depending on experience (21,250 - 24,000 pro rata)	Closing Date:	17.07.22			
Benefits:	21 days annual leave (25 days annual leave pro rata)					
2. Supervisory responsibilities/position in structure						
Responsible to:	Executive Director					
Responsible for:	Interns and volunteers (where applicable)					
3. Main function of job (Note: in addition to these functions employees are required to carry out such other duties as may reasonably be required)						
<p>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.</p> <p>We are a small, dedicated charity 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.</p>						

The role is based at Open Eye Gallery offices.

4. Main duties

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.
- Draft and distribute copy for press releases internally and with external partners
- Tracking press coverage

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.

5. Requirements to carry out job

Essential or desirable indicated against each requirement

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 and maintaining an overview of the website.

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 Pro.
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
Familiarity with Equality, Diversity and Inclusion (EDI) and inclusive language

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

To apply, please submit the following information to jobs@openeye.org.uk:

1. CV
2. Cover letter detailing any relevant experience in relation to the Job Description
3. Please fill out our anonymous Equal Opportunities Monitoring Form online:
<https://forms.gle/MNHKsaJBU1yBbytj8>

Email: jobs@openeye.org.uk

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

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

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

Closing Date: Sunday 17 July 2022 at midnight