

towner
art gallery

RECRUITMENT PACK
Head of Marketing and Audience
Development (FTC Maternity Cover)



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Thank you for your interest in working at Towner.

Please find a job description and person specification enclosed. An application form and equal opportunity form are attached separately.

Deadline: **Wednesday 2 January 2019, 12 noon**

Interviews will take place: **Thursday 10 January 2019**

All interviews will take place at Towner Art Gallery, Eastbourne.

For further information or questions contact:
Michele Monteith, Executive PA and Development Assistant at
michele.monteith@townereastbourne.org.uk or 01323 434667.

Completed applications should be emailed to:
michele.monteith@townereastbourne.org.uk or sent by post to Michele Monteith,
Towner, Devonshire Park, College Road, Eastbourne BN21 4JJ



BACKGROUND INFORMATION

ABOUT TOWNER

Collecting and exhibiting contemporary art for the past hundred years, Towner Art Gallery is a cultural and social asset for Eastbourne and the South East which aims to contribute towards a thriving and healthy community enriched by art and culture. The gallery presents exhibitions of national and international importance to audiences across the UK and beyond, showcasing the most exciting developments in modern and contemporary art, developing and supporting artistic practice, and providing a place for experiencing, creating and discussing art and culture.

The gallery welcomes over 140,000 visitors a year and collaborates with individuals, communities and organisations to deliver an inclusive and accessible associated public programme and learning offer.

Towner's acclaimed Collection of almost 5000 works is best known for its modern British art – including the largest and most significant body of work by Eric Ravilious (1903-1942) – and a growing collection of international contemporary art.

In 2014, Towner became an independent charitable Trust, supported by a Board of Trustees, chaired by David Dimbleby. Towner is supported by Eastbourne Borough Council and Arts Council England through its National Portfolio Programme and we raise additional income to deliver our programme and develop our collection through fundraising, commercial activities and individual philanthropy.

In summer 2018 Towner opened a state-of-the-art cinema auditorium on its ground floor, built with funding from Arts Council England's Small Capital Grants Fund and local funding body Eastbourne Arts Circle. The auditorium is used to present a growing programme of film, including new releases, screen classics, documentaries, world cinema and family and queer film strands, as well as talks, live performance and artists' moving image works.

In 2019, the gallery will celebrate ten years in the award-winning Towner building designed by Rick Mather Architects, which opened in 2009 after the gallery moved from its original home in Eastbourne's Old Town. Events planned to mark the anniversary include the Brewers Towner Commission, a temporary painted commission that will transform the rendered facades of the building. The commissioned artist will be chosen in early 2019 after an Open Call.

Other highlights in 2019 include the last of Towner's exhibitions as part of the Arts Council Collection National Partners Programme 2016 – 19 for which artist Anne Hardy will curate the Arts Council Collection; the opening of the new Ravilious Gallery and Collection Library; and the most ambitious exhibition yet of the work of David Nash in the autumn.

JOB DESCRIPTION

JOB TITLE:	Head of Marketing and Audience Development (Maternity Cover)
CONTRACT:	12 Month Fixed Term from March 2019 (Maternity Cover)
LOCATION:	Towner Art Gallery, Eastbourne
REPORTING TO:	Executive Director and Board of Trustees
RESPONSIBLE FOR:	Marketing and Communications Co-ordinator, Freelancers, casual and short term contract posts.
SALARY:	£30,000 per annum
HOURS:	Full time, 37 hours per week (excluding breaks). This role will involve occasional weekend and evening work.
PURPOSE:	<p>Working with the Senior Management Team and Board of Trustees on ensuring that Towner reaches, engages and increases audiences and participants and, in particular, identified priority groups, as well as reaching communities who do not currently engage with Towner.</p> <p>Devise and deliver marketing strategies across all of Towner's programme (including exhibitions and events, Towner Cinema, collection, learning and supporters) promoting Towner and Eastbourne and delivering key messages to audiences, participants and stakeholders through a wide range of marketing and communication channels.</p>
KEY TASKS & RESPONSIBILITIES:	<p>Lead on and deliver the gallery's marketing and communications strategy to promote Towner across all media and stakeholders to achieve maximum brand awareness and business growth.</p> <p>Oversee the delivery of Towner's Audience Development Strategy (alongside other members of the senior management team) and manage Towner's audience research.</p> <p>Develop and nurture existing partnerships and cultivate new relationships to ensure our profile is high locally, nationally and internationally and that our position as a tourist attraction grows.</p> <p>Work alongside Towner's freelance PR Consultant to maximise</p>

media coverage for Towner activity.

Develop the marketing of Towner's commercial activities, including Towner Cinema, the café bar, gift shop and online shop.

Alongside the Director, lead on the development and roll out of a new brand identity for the gallery, managing designers, printers and other freelancers.

Lead on the production and distribution of all of Towner's print marketing materials including what's on guides and Towner Cinema brochures, taking the lead on copywriting for these, as well as other print and digital marketing campaigns.

Contribute to the delivery of programme and communications marking the 10 year anniversary of Towner's new gallery building, as well as contributing to the plans for Towner's centenary celebrations in 2023.

Support the director in gathering and reporting quantitative and qualitative evaluation feedback to funders and stakeholders.

Line manage the Marketing and Communications Co-ordinator and support the wider team to ensure the effective delivery of digital marketing campaigns, including social media.

Lead on the future development of the website, based on user and internal feedback.

Support the Director of Development and wider team on promoting fundraising campaigns, including Membership and other individual giving schemes.

Work closely with the whole team to ensure a first class experience for all visitors to Towner.

OTHER DUTIES:

Undertake any other duty as may from time to time be required by the Executive Director.

To promote equality of opportunity in service delivery in all aspects of the role in line with policies, training and procedures.

Staff are encouraged to participate fully in promoting a safety culture to protect the safety and health of themselves, colleagues and other people affected by Towner's activities.

This job description sets out the duties of the post at the time it was drawn up. Such details may vary from time to time without

changing the general character of the duties or the level of responsibility involved.

PERSON SPECIFICATION

EXPERIENCE AND KNOWLEDGE

ESSENTIAL

Experience of working in a comparable role.

Proven experience of developing and increasing audiences.

Understanding of audience research, segmentation and development.

Demonstrable experience of working and liaising with external partners and organisations.

Project management skills, including budget monitoring.

Ability to contribute strategically as a member of the Senior Management Team to the future development of Towner.

Experience of overseeing print and digital campaigns.

Leadership and management skills.

Interest in the visual arts and culture.

DESIRABLE

Experience of the gallery and museum sectors.

Experience of working for a charity.

Understanding of the national visual arts scene and current issues.

TRAINING / QUALIFICATIONS

ESSENTIAL

DESIRABLE

Degree or equivalent qualification in a relevant subject area.

SKILLS AND ABILITIES

ESSENTIAL

Able to build and maintain effective working relationships with partners at all levels, with ability to exercise tact and diplomacy.

Desire to contribute strategically for the future success of Towner and Eastbourne.

Organised and able to handle multiple tasks simultaneously and prioritise accordingly.

Understanding of our aims, ambitions and enthusiastic about the arts and creativity.

Passion for communicating and inspiring audiences, communities and partners.

DESIRABLE



Image courtesy of Avant Commercial