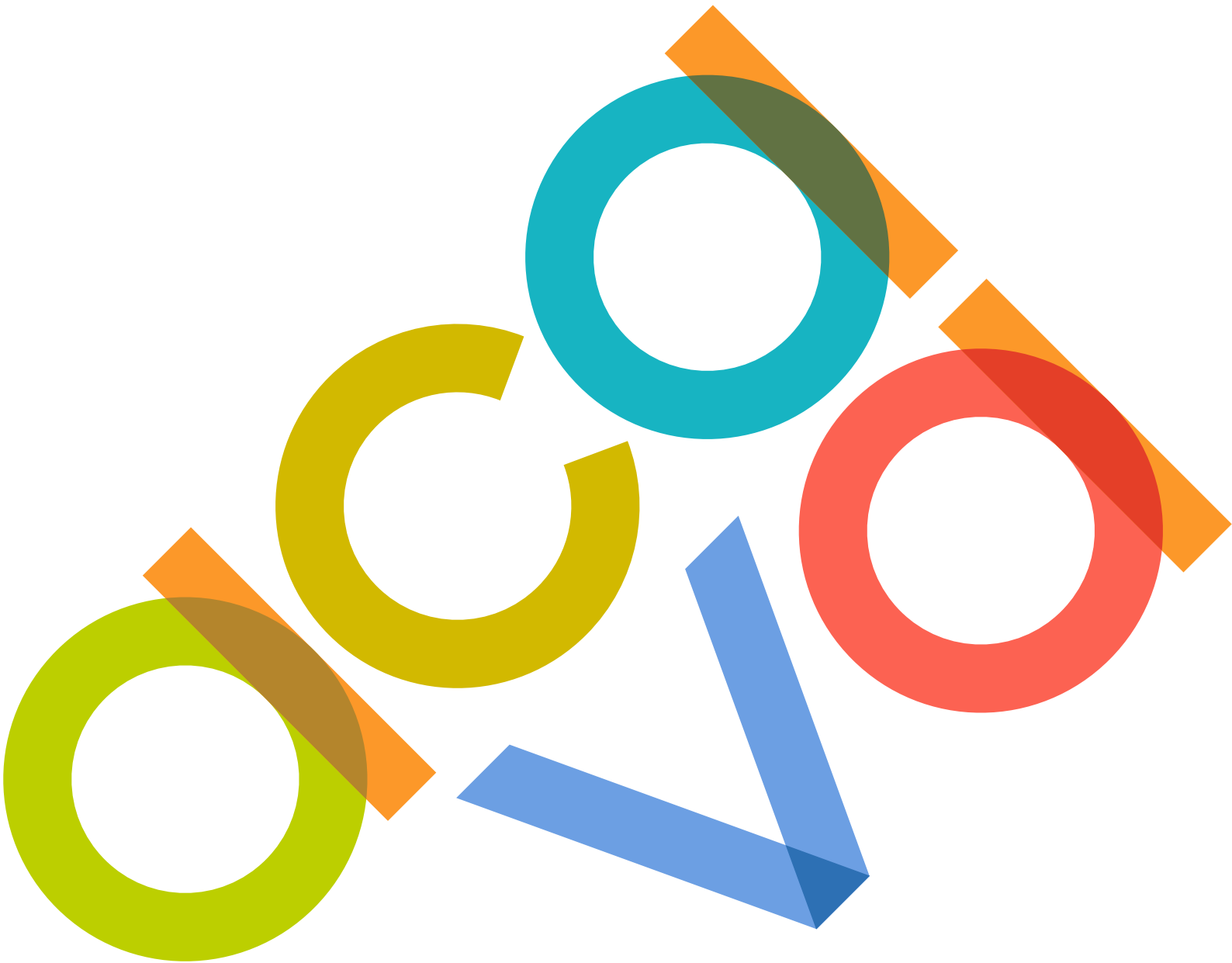


Digital Communications Assistant

Application pack



Welcome

Dear Applicant,

Thank you for your interest in the Digital Communications Assistant role at ACAVA. If successful, you will join a dynamic, progressive and growing organisation with a 50 year history as an important part of the national cultural infrastructure.

ACAVA's unique vision – Creativity with Social Purpose – guides our work at the intersection of creative practice, community and place. We are an ambitious team focused on diversification and growth, enjoy a great work culture and have recently joined Arts Council England's National Portfolio so it is an exciting moment to join us.

We welcome informal confidential conversations with potential candidates to discuss any queries you may have. If you would like to arrange a discussion, please contact us at: recruitment@acava.org in the first instance.

I very much look forward to receiving your application.

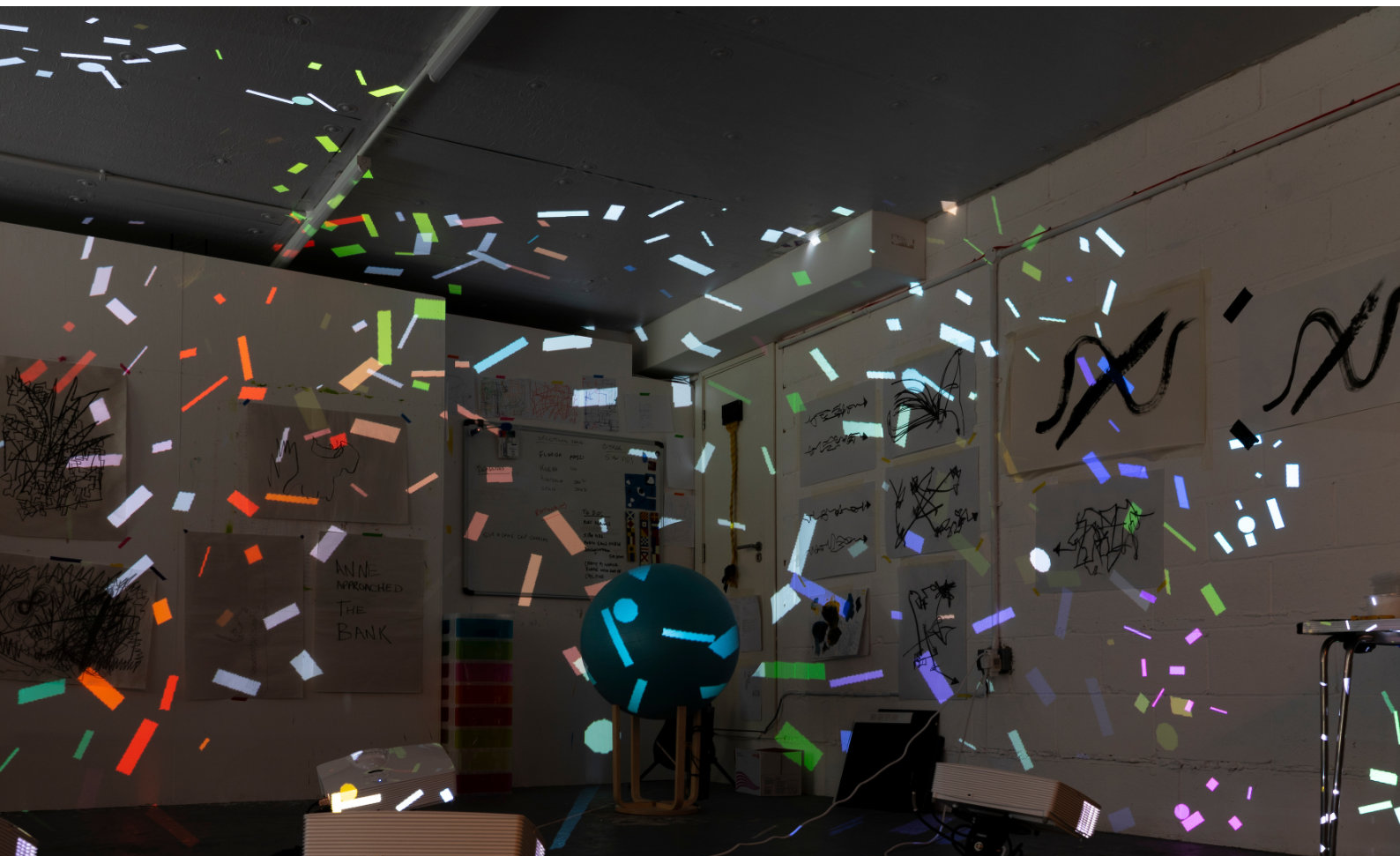
Tom Holley

CEO

ACAVA

ACAVA is looking to appoint a Digital Communications Assistant, initially on a seven-month contract from March to October 2024, with the possibility of extension after this period (funding dependant).

We are open to this two-day-per-week role being employed on a temporary PAYE or freelance contract. This role will support the Communications team to engage our diverse audiences with digital content across our website, social media platforms and e-newsletters.



Ian Gouldstone's studio, Borthwick Street Studios. Photo by ACAVA Shoots (Zute Lightfoot)

Equality, diversity and inclusion

ACAVA is committed to equal opportunities, diversity and inclusion and we are keen to address imbalances in our workforce. We encourage applications from all races, religions, genders, countries of origin and sexual orientations.

We particularly encourage applications from disabled people and those from global majority backgrounds as these groups are underrepresented in our organisation.

A large print version of this document is available on request.

We also welcome video applications. You can read the 'How to apply' section on this pack for more information on how to apply by video.

If you have access requirements at any stage of the recruitment process, please contact the team at: recruitment@acava.org.

Job description

- **Job title:** Digital Communications Assistant
- **Contract:** Temporary contract, PAYE or Freelance
- **Salary/fee:** £25,700 per year (pro rata for two days/week). Freelance rate negotiable.
- **Hours:** Two days/week (with the possibility of extension after this period, funding dependant).
- **Dates:** Mid-March to October 2024
- **Benefits for PAYE:** Contributory pension, 22 days holiday per annum (pro rata for two days/week), bank holidays, birthday day off.
- **Reports to:** Senior Communications Manager
- **Key internal relationships:** Senior Communications Manager, Communications Manager, programming team, studios team.
- **Location:** Flexible working from home, co-working in central London and at various ACAVA sites as required.

Purpose of the role

To promote ACAVA's activities, raise its profile and support its business objectives. Working closely with the team you will deliver marketing and communications that engage our target audiences for studios, community programmes and professional development.



Young London Print Prize workshop with Bevington Primary School. Photo by ACAVA Shoots (Ashleigh Ramel)

Key responsibilities

- Collaborate with the communications team to maximise our public profile and continue to grow our audiences through digital communications.
- Generate and deliver marketing campaign and content ideas.
- Create content for digital communication platforms.
- Upload and schedule content onto website and social media content management software.
- Monitor social media content.
- Liaise with photographers and film makers on commissioned content.
- Draft copy for various communication outputs with diverse audiences, including website articles, social media and newsletters.
- Gather and provide data for reporting.
- Ensure digital content adheres to ACAVA's brand guidelines.

General

- Support ACAVA's commitment to best practice including equality, diversity and inclusion in all our work.
- Positively engage in, and contribute to, an open collaborative working culture.
- Be an ambassador and advocate for ACAVA at all times.

Person specification

Essential

- Experience of creating social media or other digital content.
- Excellent working knowledge of social media platforms and scheduling platforms, website CMS, e-newsletter systems, basic image and video editing software and Microsoft Office apps (e.g. Agorapulse, Wordpress and Elementor, Mailchimp, Affinity Publisher and Designer, Pixelmator, Adobe Creative Suite or equivalent).
- Strong written, verbal and digital communication skills.
- Excellent attention to detail.
- Experience of prioritising tasks and workload.

Desirable

- Knowledge of the visual arts and/or charity sector

About ACAVA

ACAVA is a leading arts education charity that evolved from artist-led initiatives in the early 1970s. For 50 years we have been amongst the UK's most progressive affordable studio and workspace providers. With a portfolio of 15 studio buildings, exhibition spaces and workshops across eight London boroughs, one building in Essex and an industrial heritage site in Stoke-on-Trent we support a community of over 400 creative practitioners, cultural organisations and creative SMEs. A pioneer of delivering arts in health and wellbeing settings for over 30 years, we bring professional artists together with local communities in co-created programmes that explore art and creativity and deliver creative, social and economic value.

To learn more about us, please [visit our website here](#).

How to apply

Please email the following to recruitment@acava.org:

- Completed [Application Form](#), including answer to application question (maximum two sides of A4 with text at 12 point size) or WeTransfer link to a sound recording or video (maximum ten minutes).
- Up-to-date CV

We also encourage you to complete and return the [Equal Opportunities Monitoring Form](#). All information given to us on the monitoring form will be separated from the application documents on receipt and will be held separately and anonymously for monitoring purposes only.

We are only accepting applications by email for this post. If you have a disability that makes it difficult for you to provide us with information in this way, please call 0749 639 2136 for assistance.

Dates

Please apply by 9am on Monday 26 February 2024.

Interviews will take place in the week beginning 4 March 2024.

If you have any access requirements, please let us know when you apply.

Start date: Week beginning 18 March 2024 (or as soon as possible after that).



Barham Park Studios. Photo by ACAVA Shoots (Jason Garcia)

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