

Four Corners seeks an Audience Development & Communications Manager to join its team. This new role is an exciting opportunity to support Four Corners' ambitious plans for its public exhibition and archive programmes.

Four Corners champions film and photography for all. Our centre in East London offers a dynamic environment where people at all levels gain skills and create new work. We know that access to the arts is not equal, and we aim in particular to support people from traditionally under-represented backgrounds. Our Gallery exhibitions celebrate new and archival work which draws on our heritage of socially engaged approaches to photography and film.

Four Corners is a registered charity. We have a team of ten part-time and full-time staff, and work closely with freelancers, volunteers and partners in film and TV, visual arts, heritage, community and higher education to deliver our programmes.

Audience Development & Communications Manager

We are seeking an experienced professional with a background and expertise in museums, archives or the visual arts. Applicants must have a demonstrable, and high-level track record of audience development and communications work within an arts, museums or archives context.

The postholder will work alongside key staff to create and deliver an effective Audience Development and Communications Plan to support Four Corners' public programmes to 2023. This will build Four Corners' audiences, partnerships and test new income generation. A key aim is to engage new, younger and non-traditional audiences.

The post is funded through Four Corners' [Hidden Histories](#) project and supported by the National Lottery Heritage Fund. The project aims to develop Four Corners Archive as an active site for community-engaged practice, research and public programmes that explore radical and untold social histories. Four Corners Archive comprises the film and photographic heritage of Four Corners, Half Moon Photography Workshop and *Camerawork* magazine, 1972 to 1987. The collection and online archive offer a rich source of material on working lives, protest, feminism and underrepresented communities.

To apply, please email us a cover letter (no more than two pages) addressing how you meet the Person Specification criteria for the role, along with your CV and examples of your previous work to: info@fourcornersfilm.co.uk

Deadline for applications is **10am on Monday 18 January 2021**. Interviews will be held in the week of 25-29 January 2021.

Four Corners is an equal opportunities employer. We particularly welcome applications from people who are under-represented within the visual arts and creative media sectors.

Four Corners, 121 Roman Road, London E2 0QN www.fourcornersfilm.co.uk

Post:	Audience Development & Communications Manager
Responsible to:	Artistic Development Director
Place of work:	Four Corners' offices are at 121 Roman Road, London E2 0QN.
Hours:	17.5 hours per week (three days but flexible working by agreement).
Salary:	£28,000 - £30,000 pro-rata, depending on experience
Pension:	There is a discretionary company pension
Annual leave:	Six weeks holiday plus Bank Holidays (pro rata)
Contract type	Fixed-term (two years followed by review).

JOB DESCRIPTION

The postholder will be responsible for expanding and diversifying audiences for Four Corners' public programmes. They will use audience data and insights to develop effective campaigns to reach new and existing audiences. Alongside this they will develop new partnerships through outreach initiatives to engage new and non-traditional arts audiences, particularly from younger and diverse groups. They will work closely with the Artistic Development Director and the Curatorial and Archive Coordinator.

Main Responsibilities

Audience development and communications

- Create an Audience Development Plan, with appropriate targets, that aims to raise organisational profile and grow new audiences, particularly to reach and engage non-traditional arts audiences.
- Develop marketing campaigns including new outreach and partnerships, both local, regional and international.
- Organise training for relevant staff with the Audience Agency.
- Ensure that key messages are maintained across all communications campaigns, and ensure they are communicated internally and externally, working closely with the Artistic Development Director Curatorial and Archive Coordinator.
- Work closely with the Curatorial and Archive Coordinator and other staff who carry out the day-to-day social media to support and maximise coverage.
- Support the Curatorial and Archive Coordinator and other staff to grow Four Corners e-newsletter subscribers.
- Work with the external PR consultant on specific exhibitions to support media coverage and ensure aligned messaging.
- Write copy for press releases, e-newsletter and other documents as required.
- Ensure that all marketing materials and communications are fully proofed and meet funder requirements before being printed and distributed.
- Manage communications relationships with partner organisations including stakeholders, donors and funders, to ensure that Four Corners brand and messaging is appropriately represented.
- Create regular communications with Four Corners Patrons, ensuring that they are engaged and informed to support key initiatives.

Reports & analysis

- Analyse and compile audience data and research, including web, social media and audience evaluations, local and regional market research and partner comparators to support the Audience Development Plan.
- Regularly assess and conduct effective audience research, and design approaches to gathering appropriate audience data, and share findings with key staff. This will include audience questionnaires and online surveys, as well as FOH observations.
- Monitor and analyse website and social media data on a regular basis to identify key areas for development and create new approaches working with other staff.
- Provide analysis for Board and Funding reports on audiences and any new income generation.
- Delegate data gathering tasks where appropriate to front of house and other key staff, and train and assist other staff to effectively carry this out.

Income generation

- Develop new income generation approaches to promote a print sales pilot and paid gallery talks, working closely with key staff.
- Identify sponsorship opportunities and work with the Fundraising Manager and other key staff to develop proposals.
- Develop a Friends of Four Corners proposal to promote future donations.

General

- Attend and represent Four Corners at relevant staff, project, board and external meetings and events
- Undertake additional duties as required.

PERSON SPECIFICATION

Knowledge and experience (Essential)

- At least 5 years relevant experience in a visual arts, film/TV or related cultural sector, working in a similar role
- Demonstrable experience of developing and implementing audience and communication strategies within an organisation
- Degree level education in relevant area, or good general knowledge or experience of working in the visual arts, archive, museum or related sector
- Demonstrable understanding of audience data research, segmentation and audience development.
- Demonstrable experience in leading on wide-reaching marketing campaigns
- Excellent IT skills, including knowledge of excel, word, surveymonkey, and understanding of social media platforms (Instagram, Facebook, Twitter, LinkedIn)
- Knowledge of project management and budgets

Knowledge and experience (Desirable)

- Experience working in a film or photographic environment or the (visual) arts
- Graphic design skills ie. InDesign, Photoshop, Adobe
- Knowledge of print production and working with designers
- Knowledge of Mailchimp
- Experience of working in the charitable sector

Skills and abilities (Essential)

- A strategic and creative thinker, with excellent organisational skills and ability to plan
- Ability to communicate the vision of Four Corners to partners, funders, the visual arts and archive sectors and the wider community.
- Strong communication skills with ability to build partnerships and relationships within a variety of contexts
- Excellent, and proven, written and verbal communication skills.
- A proven ability to work in a team with a diverse range of people, and on your own initiative.
- A commitment to equal opportunities and promoting diversity

Skills and abilities (Desirable)

- Knowledge of and interest in East London
- Knowledge and interest in the history of photography, film or art