

# DRAWING ROOM

1-27 Rodney Place, London, SE17 1PP

[www.drawingroom.org.uk](http://www.drawingroom.org.uk)

## *The place to discover contemporary drawing.*

Drawing Room is an internationally renowned non-profit gallery stimulating debate around the nature and purpose of drawing today. Through free exhibitions, artists' talks, practical workshops and a unique library for international contemporary drawing, we aim to nurture the production of drawings and promote understanding of them.

Drawing Room's mission is to support artists in the development of their art and to make both the practice of drawing and the appreciation of drawings accessible to a wider audience.

Drawing Room is a neighbourhood gallery, open 6 days per week, presenting a minimum of four exhibitions per annum – solo, themed group including trans-historic exhibitions.

A distinguishing feature of Drawing Room's integrated and ambitious programme is that it operates on two levels – one that is accessible to a wide and diverse audience and another that allows a more specialist, academic audience to engage with probing research questions about the treatment and deployment of drawing today and in the recent past.

## **Job description**

### **Communications Coordinator**

Reports to: Gallery Manager and Drawing Room Directors

Hours: 2 days per week. Freelance.

Rate: £110 per 8 hour day.

Review after 2 months.

This new position will lead on communicating Drawing Room's core values and programme to existing and new audiences and stakeholders on a local, national and international level.

The position involves working closely with the Drawing Room team. The successful applicant is expected to attend private views and a proportion of other Drawing Room events and be an advocate for the organisation. This means that evening and weekend hours are a necessary part of the role. This role allows for flexible working patterns.

The Communications Coordinator will be line-managed by the Gallery Manager, but work closely with and be overseen by the Directors.

## **Responsibilities**

### **Management and Planning**

- Manage and deliver Drawing Room's communications strategy
- Ensure that the above is integrated within all aspects of Drawing Room's activities, inducting new staff, trainees and volunteers accordingly
- With the Co-Directors, manage the communications budget, ensuring best value for money
- Keep up to date with communication trends and developments
- Take responsibility for compliance with legislative responsibilities including data protection, copyright and ensure all licences are kept up to date

### **Marketing**

- Interpret, in collaboration with curatorial and engagement staff, Drawing Room's activities as visual and written language for a range of channels including, web, social media, press and print
- Work with graphic designers to produce regular, high quality print materials for exhibition and publicity
- Oversee distribution of marketing materials locally, nationally and internationally
- With the team communicate Drawing Room's programme in line with the organisation's current brand and ethos through signage, leaflets, exhibition guides, etc.
- Maintain and develop reciprocal marketing with peer organisations and cultural networks

### **Press**

- Devise, manage and deliver press campaigns for each exhibition
- With the Directors, curatorial and engagement staff write press notices to suit a range of press including local, national and art specialist and manage their distribution to key media contacts
- Handle press enquires in a timely and effective manner, including providing images and other information as required

### **Digital**

- Management and administration of Drawing Room's website including content uploading
- Develop Drawing Room's website, in liaison with Drawing Room team and our web designer, to improve access to digital resources and to platform new strands of the Engagement programme (a full-time Engagement Curator was appointed Sept 2019)
- Manage and update Mailchimp and train other staff members in its use

- Produce and send regular mailings using Mailchimp (approx. 2 per month)
- Maintain a strong presence and following across online channels including website and social media, producing content and ensuring quality
- Manage on-line listings for events and exhibitions

## General

- The successful applicant should understand contemporary issues regarding the importance of inclusivity and will consider it essential to embed equality, diversity, and inclusion as a fundamental part of Drawing Room
- Perform other duties, as assigned
- Evening and weekend hours are required

## Person Specification

<b>Knowledge and Experience</b>	
Knowledge of current best practice in promoting contemporary arts and/or arts venues	Essential
Proven experience of marketing	Essential
Strong digital skills and experience of using a variety of social media platforms	Essential
Experience of website administration – Expression Engine, WordPress or similar CMS	Essential
Experience of working with a CRM system	Essential
Knowledge of contemporary visual arts	Essential
Experience of print production and distribution	Desirable
Experience of planning highly targeted/segmented email and other marketing campaigns.	Desirable
<b>Skills and Attributes</b>	
Excellent written and verbal communication skills	Essential
Ability to write about contemporary art in an accessible way	Essential
Proven proof reading and copywriting skills with attention to detail	Essential
Excellent organisational and time management skills	Essential
Excellent knowledge of Word, Excel, Photoshop	Essential
Excellent interpersonal skills	Essential
A commitment to equal opportunities	Essential

To apply, please send the following to [suzie@drawingroom.org.uk](mailto:suzie@drawingroom.org.uk) by the end of **Tuesday 5 November (midnight)**.

- Your CV

- A supporting statement explaining your suitability for the role (please address the points on the Person Specification)

- The details of two referees

We are interested in applicants from a range of backgrounds, particularly Black and Minority Ethnic, as this group is currently underrepresented in our sector.

For more information, please contact Suzie Jones, Gallery Manager  
[suzie@drawingroom.org.uk](mailto:suzie@drawingroom.org.uk) / 020 7708 2554

Interviews are expected to take place Monday 11 and Tuesday 12 November 2019.