

CFCCA

CENTRE FOR CHINESE
CONTEMPORARY ART

Job Opportunity: Part-Time Communications Manager

Employer: The Centre for Chinese Contemporary Art (CFCCA)

Location: Manchester, UK

Salary: £28k-30k pro rata (depending on skills and experience)

Contract: permanent

Hours: part-time (20 hours per week)

Reporting to: Director

Application deadline: 8th July, 2022, midday

Interview dates: 13th-15th July, 2022

Contact: hr@cfcca.org.uk

Job Purpose:

CFCCA is hiring a passionate and experienced Communications Manager to join our vibrant and diverse team. The successful candidate must have three to five years of experience in managing and editing content for an art organisation's communication channels, including but not limited to: press releases, website, social media, publications and digital engagements. This role requires excellent writing and editorial skills, and involves the production of high-quality media and promotional materials to support and extend CFCCA's reach, in addition to other general communication tasks. We are expecting this role to enable, engage and elaborate CFCCA's new communications strategy. Multilingual skills, in-depth knowledge of Asian contemporary art, as well as experience in producing video content and with emerging forms of online engagement are strongly desired.

Key responsibilities:

1. To plan CFCCA's communication strategy, working closely with the Director and curators.
2. To provide a thoughtful and progressive framework for CFCCA's audience development and marketing strategies in line with the institutional programme, missions and goals.
3. To work with the Director to develop CFCCA's accessibility and inclusion policy.
4. To manage a marketing budget with the Director, COO, and staff as appropriate.
5. To liaise with local, national and international media and maintain the marketing and audience development vision.

6. To advocate for the organisation with potential external stakeholders, identifying partnership marketing opportunities and collaborations where appropriate, and reporting back to the Director.
7. To ensure brand integrity by referring to branding guidelines and signing off all branding in conjunction with the Director.
8. To oversee the organisation's print and publicity using proofing and design brief guidelines, and working in conjunction with the Director and curators.
9. To propose, create, manage and edit programme-related communication and promotional materials.
10. To manage and liaise with freelancers and suppliers for design and photo/video productions.
11. To manage and edit CFCCA's website, including regular updates and working with the web programmer.
12. To manage CFCCA's social media channels, including strategising with the Director and scheduling posts in a systematic way.
13. To work with the Archivist to curate high-quality visual materials for institutional communication.
14. To advise the team on displays and visuals.
15. To advise the team on research and data capture, ensuring a coherence of information.
16. To feed into evaluation, particularly evaluating the effectiveness of marketing and communications strategies and tactical deliveries as measured against targets.
17. To train, manage and oversee volunteers and interns for communication-related tasks.
18. To research and propose innovative platforms and methods to improve CFCCA's audience outreach and maximise the institutional marketing outcome.

Essential experience, knowledge and skills :

1. Three to five years experience in a similar role with management responsibility, preferably within a contemporary art organisation.
2. Knowledge and experience of how to develop audiences for an arts organisation with an international programme.
3. Ability to lead, motivate and inspire a small team of volunteers/interns and/or freelance contractors.
4. Ability to create, develop and implement a marketing strategy and vision for the organisation and translate this into long and short-term realistic plans.
5. Ability to evaluate and document projects and archive promotional materials and press cuttings.

6. Excellent writing and editing skills to create original content for marketing materials; strong visual aesthetic sensitivity and basic image editing skills.
7. Experience in developing digital and print materials including website, social media, publications, and the application of brand guidelines.
8. Knowledge of e-marketing including the e-newsletter and day-to-day running of a website. Ability to integrate and connect e-marketing with other aspects of the marketing strategy.
9. Ability to commission and coordinate video production, photoshoots, and other forms of digital production and promotion.

Desirable:

- Work experience in charities or non-profit organisations
- In-depth knowledge of contemporary art and Chinese, East and Southeast Asian diasporic art scene
- Proficiency in Mandarin or Cantonese
- Trackable experience in maintaining Chinese language social media
- Excellent understanding of branding and aesthetics
- Proficiency in Adobe Creative Suite, Wordpress, Kirby and other creative applications

How to apply:

Please submit a CV and expression of interest which should be no more than 2 sides of A4 and that outlines how you feel you meet the person specification and how your experience relates to the job description. Applications should be clearly marked 'Part-Time Communications Manager' and sent via email along with a completed Equality Monitoring form (available to download from our website) for the attention of Huina Zhang to: hr@cfcca.org.uk

CFCCA is an equal opportunities employer and welcomes applications from all sections of the community. All information is treated as strictly confidential in compliance with the Data Protection Act.

About CFCCA

The Centre for Chinese Contemporary Art (CFCCA) is a non-profit art institution specialising in presenting and supporting contemporary art practices with a focus on those of Chinese, East Asian and Southeast Asian (CEASA) heritage. Situated in an award-winning building in the heart of Manchester, CFCCA has delivered diverse and vibrant public programmes, including exhibitions, events, residencies, research, and other forms of community engagement and partnership projects for over 36 years. CFCCA strives to foster cross-cultural exchanges between Manchester, the UK and the world through forward-thinking visual arts programmes that increase the visibility of underrepresented artistic practices from the diasporic CEASA community and enrich the lives and cultures of local and global audiences. The values that underpin this working vision and mission are creativity, compassion, interconnectedness and collectivity. Visit our website for more info: cfcca.org.uk