

projectart works

JOB DESCRIPTION FOR THE POST OF COMMUNICATIONS MANAGER

This is a job description and as such will form part of the contract between the Communications Manager and Project Art Works.

1. Employer: Project Art Works

2. Hours per week: 16 hours per week (to include Mondays)

3. Salary: £10,810 annual gross (FTE £25,000)

4. Contract: Fixed term contract until mid December 2019

5. Place of work: The principal place of work for this post is the office of Project Art Works at Arch 3, Braybrooke Terrace. Hastings. The Communications Manager may also be required to travel to other locations.

6. Outline

Project Art Works is the UK's leading artist-led organisation working with people who have complex needs and the people, systems and services that support them. The term 'complex needs' embraces severe learning disability and/or autism and/or communication impairments and/or behaviours described as challenging. We deliver creative visual art projects that promote deep and authentic relationships between people who, because of their disability, experience extreme social isolation. To achieve this we work in partnership with health and social care professionals, artists and arts organisations locally, regionally and nationally.

Project Art Works is a radical and forward thinking organisation that promotes new approaches to the meaningful involvement of severely intellectually disabled people in visual art activity that finds its way into mainstream programming and is of exceptional quality in its concept, aesthetic and production.

Based in Hastings, UK our work aspires to excellence in contemporary visual art and is uniquely positioned to bridge the social care and cultural sectors in ways that promote sustainable relationships and bring people with complex needs into the heart of social and cultural life.

7. Duties and responsibilities:

We wish to appoint an experienced Communications Manager to join our dynamic and committed team. The post will be line managed by the (Acting) Lead Programmes & Development and will work closely with the Creative Programme Manager (In House), Explorers Project Coordinator and the Lead Artist. The Communications Manager will ensure that communications tasks across the Project Art Works team are maintained to a high standard and to conduct regular communication meetings either as one off meetings in the run-up to events or as a specific agenda item at team meetings.

Websites

- Maintaining the Project Art Works website with content from our regular on going projects to maintain visitor interest and ensure repeat visits
- Developing a new website for the new EXPLORERS project, oversee content generation with the Explorers Project Coordinator
- Share the oversight & monitoring of website activity using Google Analytics, recommending improvements on sections of unexpectedly low activity
- Ensure that a high profile is maintained for the site across all Project Art Works print and digital communications

Social Media

- Generate and schedule content for our social media platforms
- Liaise with EXPLORERS project partners to support the deliver of its communications strategy

Email marketing

- Work alongside the team to communicate our programme through our various newsletters.
- Maintain and develop our marketing lists

Printed Material

- Support the team with the production of printed material

Press/PR

- Maintain an up to date database of national, regional, local and specialist press contacts
- Agree timely press activity for Project Art Works' external programme of exhibitions and events with the Director
- Draft press releases for approval by the Director
- Issue press releases to the press database, make tailored approaches to key contacts and follow up
- Identify stories, angles and other points of interest to sell in to the media
- Respond to all press enquiries by supplying further information and images, setting up interviews as requested, and following up on all interest
- Maintain a press tracking document to monitor all press interest and enquiry status
- Produce press packs for sending out to press in response to enquiries for further information
- Collect all press coverage and maintain press books of all cuttings
- Maintain and update an image archive in Dropbox for press use
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General

- Ensuring that consent and data protection procedures have been adhered to and there is consistency across all projects, formats and platforms.
- Ensure that all print and marketing has the correct logos and credits.
- Attend weekly meetings and events when required.
- Support project managers to devise, deliver and monitor communication strategies.
- Support Lead Artist for the dissemination of Project Art Works films.
- Highlight any opportunities for raising the profile of Project Art Works for example, through collaborations/partnerships with other organisations, offers of free advertising, reciprocal e-newsletter and social media mentions

8. Person specification and experience

You must be able to demonstrate a genuine interest in the Project Art Works' ethos and programme. You will be an excellent team player and able to work under pressure in a busy office.

You will have:

- a passion for social media and communication
- excellent communication skills (oral and written)
- a thorough and proactive approach to your work, high level of organisational skills and logistical analysis
- good writing skills and able to write clearly for different audiences and media formats
- competency across office IT programmes
- experience using social media platforms including Facebook, Twitter, Instagram, YouTube, Vimeo, Mailchimp
- experience working with Wordpress CMS
- project management experience, preferably within the visual arts and/or social care
- the ability to be flexible and working to deadlines
- an understanding or willingness to learn about the lives of people who have complex learning disabilities and the social and political context within which they live

Desirable

- experienced user of Apple Mac
- driver with clean licence

Please send an email addressed to Lisa Finch, Acting Lead Programmes & Development at info@projectartworks.org with **Communications Manager Application** in the subject and demonstrate clearly how you meet the criteria and have the relevant experience and personality for the Communications Manager post. Please include your c.v. and the completed monitoring form.

Closing date for receipt of completed applications is: **Monday 16 January 2017 – 9am**

Interviews will be held at Project Art Works on: Wednesday 25 January 2017

We will be able to acknowledge receipt of applications from Monday 9 January 2017 following the Christmas holidays.

Project Art Works is an equal opportunities employer. Please let us know in your application what we would need to put in place to ensure that any access requirements you have are met through the interview process.



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Summary ACE Ambition for Excellence Project EXPLORERS-Illuminating the Wilderness 2017-20

EXPLORERS is a series of inclusive cultural actions and partnerships nationally and internationally. Its overarching artistic vision is a new sound and film work in partnership with the Forestry Commission, Tate, artist Ben Rivers and Project Art Works' artists and makers, that tracks an investigation of a forest, the outdoors and wilderness in collaboration with a group of people who are highly sensitive to the sensory stimuli of the world around them.

"The human spirit needs places where nature has not been rearranged by the hand of man." — John Muir.

Despite the fact it is now hard to find nature in the UK that has 'not been rearranged' by the human hand; the sound, mass, verticality and wild of forests taps into deep human memory and myth. Forests once covered the earth. As they began to disappear Sapiens emerged into the wide open savannahs and, according to research, responded to this new, exposed habitat by evolving complex emotional responses such as fear, flight, fight. How would someone who has unknowable ways of being in and seeing the world experience deep forest? Wilderness, for someone with complex intellectual and sensory impairments, is the high street on a Saturday morning. A wild and quiet forest clearing may feel like home?

This proposal will increase awareness about forests and access to forests: their beauty, phenomenology, forestry commission approaches. It will provide new insights into the impact of these environments through the response of neurodiverse collaborators.

The central artistic concept of EXPLORERS is an ambitious new sound and film work that tracks an investigation of a northern forest, outdoors and wilderness in collaboration with a group of people who are highly sensitive to the sensory stimuli of different environments. This work will be a significant progression for PAW following their collaboration and exhibition *In The Realm of Others* with the De La Warr Pavilion in 2015.

Considerations and discourse around the differences between neurotypical and non-neurotypical perceptions of 'wilderness' and experience will also provide a metaphor for the discourse on cultural inclusion that is so central to the wider EXPLORERS programme of sector development and attitudinal change through art.

EXPLORERS - Illuminating the Wilderness, will provide PAW, an artist-led organisation, with an exceptional opportunity to collaborate with a national and international network of leading visual art organisations and museums to make a radical and sustainable impact on the cultural sector and its audiences. It is an innovative programme of art and discourse that will challenge perceptions through creating supportive and deeply affecting interactions between neurotypical and non-neurotypical collaborators. The EXPLORERS programme will positively increase public, artists' and arts professionals' awareness of the extraordinary contribution people with complex needs can make to mainstream culture.

At the heart of EXPLORERS and the work of PAW is the reversal of society's cap-in-hand paradigm of disability, positioning instead those with complex needs as leaders who, through a three-year programme of holistic, collaborative work will support and deliver six co-commissioned exhibitions and installations to form a 'festival of cultural inclusion'. These artworks that will emerge from relevant, creative and meaningful engagement with neurodiverse communities; this may be art about them, made with them or art by them, placing the discourse on inclusion at the centre of mainstream exhibition spaces and programmes in England and Sydney, Australia.

Tim Corrigan, Lead Artist quote:

"It takes a certain kind of person to become one of our [PAW] artists. Some artists – not all – have a degree of sensitivity – in the most extreme case you have to be able to pick up very slight signals when working with people. You have to be completely open..."

It's also the idea of being completely in the moment – having no past or future – people are very astute at gauging whether you are really with them – especially people who are non-verbal or autistic; it's about an attempt at real, genuine communication.

The reason it stands out for people with complex needs is because they are so used to being ignored – talked about, not talked to. 'Calm bafflement' describes that moment of working in a situation – you can be with

someone you've never met before who has profound and complex needs – just to be at peace with the idea that neither of you knows what's going on. To be calm and baffled is OK. You can build up from there. Giving oneself completely, in the context of making art and building a relationship, in a very expansive and unusual way – that's become the PAW's hallmark.”

The term 'complex needs' embraces severe learning disability and/or autism and/or communication impairments and/or behaviours described as challenging that combine to produce multiple and intersecting support needs. People with intellectual disability and behaviours that challenge are some of the most excluded in society. This is because they are very often dependent on carers and agencies for access to the wider world and experiences such as art and culture.

The PAW core and artist teams have extensive expertise in specialised systems of support such as personalisation, total communication, positive behavior support and the complex statutory systems for accessing this support. This knowledge forms part of a hugely successful approach to making art in collaboration with children, young people and adults who have complex needs that is of exceptional quality both conceptually and aesthetically.

Through its track record of innovative cross sectoral projects and partnerships PAW' is poised to radically upscale and challenge its collaborative methodologies with cultural organisations. After 6 years of pilot projects and gradual explorations into cultural and attitudinal barriers to diversity in mainstream culture EXPLORERS represents a unique and timely opportunity to enable contemporary visual art agencies, galleries and museums to work more confidently with people who have complex needs and to bring them into the centre of cultural mainstream programming, not just as audiences but also as artists, makers and facilitators. EXPLORERS will lead to significant legacy work and research by PAW into the impact of relevant and empathetic cultural activity on people with complex needs and their support. The project will build evidence, case studies, learning, and strong cultural voices to contribute to new research and evaluation of the potential of art to reference diverse audiences in ways that connect and also make great art. It will provide an impactful entry into the museum sector that together with partners in the visual arts are reviewing their programmes, capacity and resources to address the requirements of the Creative Case going forward.

EXPLORERS will showcase the expertise and leadership of PAW at a UK level as well as developing their reputation internationally through the commissions, a publication, conference and the website. It will enable PAW to work towards international biennale presence beyond the life of the programme. The UK is already acknowledged as a leader in audience development and community engagement. This project will specifically address attitudinal differences to disability across cultures both within the UK and internationally.

The inherent awareness raising and discourses in EXPLORERS will open up greater understanding of the relevance to art and culture of diverse states of being – different ways of being in and interacting with the world provides rich territory for creative programming and new art. Project Art Work has introduced such conversations to curatorial teams over the past six years of collaborations with increasing success.

EXPLORERS has put in place a formal partnership of nine national and international organisations selected for their individual expertise and because they have already demonstrated an openness to change and socially connected practice that is necessary to provide a legacy of cultural producers highly experienced in inclusion and neurodiversity. All partners are established leaders in audience development and digital work. Partners and their principal contribution include:

1. Tate Liverpool www.tate.org.uk
2. The Forestry Commission www.forestry.gov.uk
3. MK Gallery www.mkgallery.org
4. Autograph APB www.autograph-abp.co.uk
5. Fabrica www.fabrica.org.uk
6. Photoworks www.photoworks.org.uk
7. UNSW, National Institute for Experimental Arts, Sydney, Australia www.niea.unsw.edu.au
8. South East Museum Development Programme www.southeastmuseums.org
9. Artsworld SE Bridge www.artsworld.org.uk