

## Job Application Pack

# Digital Content & Communications Coordinator

Fixed Term: Dec 2024 – May 2025



Role: Digital Content and Communications Coordinator

Reports to: Chief Operating Officer

Salary range: £32,000 per annum (pro-rata)

Hours of work: 3 – 4 days per week

Location: Hybrid, Freelands Foundation office in London and 1 day from home

Contract: Permanent, fixed term, until 30 May 2025, starting early December 2024.



## About Us

Freelands Foundation believes art is central to a broad and balanced education, and a right for everyone. We are driven by a conviction in the vital role of learning and making to foster creativity, resilience, criticality and problem-solving that empowers and equips us for the future.

We champion the symbiotic relationship between teaching, learning and making art, and encourage artists to teach and view teaching as an artistic practice. We value life-long learning as integral to artists' work, enabling collaborative relationships with teachers, schools and universities with galleries and museums.

Fostering the development of bold and diverse approaches to teaching, we research and explore art education at all levels: from primary to postgraduate, as well as outside the formal system. Through progressive training and development, we support teachers to expand and sustain their practices.

Our approach combines action research, through academic commissions, workshops, discussions, exhibitions, publications, films, partnerships and a dedicated library; and funding, through grants, awards, fellowships and residencies.

Our project space in Chalk Farm, London houses workshops, discussions, exhibitions, films, residencies and an extensive library, which explore new approaches to teaching, learning and making art.

Freelands Foundation was set up in 2015 by Elisabeth Murdoch. It is a registered charity (number 1162648). Over the last seven years, the Foundation has grown in scale and ambition, with 20 members of staff and a UK-wide programme of projects and partnerships. The organisation is led by the Director, who sets the strategic and creative vision, and reports to a Board of Trustees.

<https://freelandsfoundation.co.uk/about>





Freelands Foundation Library, 2023. Photo: Andy Stagg



## Summary

As Digital Content and Communications Coordinator, you will play a key role in communicating our work through engaging written and visual content.

You will work closely with the team and our partners, to tailor messages to our audiences, ensuring that communication is targeted, timely, consistent and relevant.

You will use content management systems to publish digital content across our platforms, while using digital accessibility best practice to ensure your content remains inclusive and tracking and analytics tools to ensure relevancy.

This fixed-term role will be crucial in supporting the Head of Communications (maternity cover) and the team as we launch our new website and digital asset management (DAM) system in the coming months, while also ensuring the continued upkeep of campaigns and digital communications.



## Role and Responsibilities

### Social Media

- Schedule and deliver well-paced calendar for the Foundation's social media channels to replenish and re-engage core audiences.
- Create excellent social media content across platforms that activates discussion around the Foundation's programmes, research and ideas, stimulates active engagement and increases audience numbers online and in person.
- Maintain consistent copy, tone and format, appropriate to each platform and paired with suitable visual assets.
- Liaise with partners and colleagues to ensure accuracy, quality and relevance of content shared.
- Maintain daily oversight of any discussion of the Foundation online, responding to basic queries and comments in a timely, accurate and respectful fashion, and escalating challenges or questions to Head of Communications as appropriate.
- Contribute to the exploration and delivery of new content strands across ever green and campaign content on social media, that aligns digital best practice and trends with strategic goals.

### Newsletters

- Deliver a newsletter schedule that aligns with our brand goals, audience needs and programming.
- Include content strands that reflects the types and regularities of our upcoming activities and produced content, establishing regular distribution schedules, sign-off and delivery processes with relevant members in the team, and clearly distinguishing between internal and partner-sourced content.
- Support segmentation and subscriber growth.
- Use analytics to review open and click rates to optimise newsletters and adjust send out dates.

### Website

- Freelands will launch a new website in March 2025. Part of this role will involve supporting in the migration, editing and development of content to the new site.
- Oversee the collection and publication of high quality, accurate, engaging texts, images, resources and audio-visual materials for all areas of the website, working closely with colleagues across all the Foundation.
- Review the website for errors and technical issues; ensure maintenance and fixes, maintaining good relationships with web developers and technical support.
- Regularly review content, links and related pages on website to ensure optimised audience pathways.
- Regularly review SEO and web relevancy with key words optimisation.

### Digital Asset Manager

- Upload new digital assets into Freelands' new DAM system and ensure accurate cataloguing of all public-facing assets.



- Regularly audit and review the DAM library to maintain consistency and organization.
- Apply and maintain standardized metadata tagging, descriptions, and other information for easy asset retrieval.
- Serve as the primary contact for troubleshooting access issues and support requests.
- Educate and assist team members on best practices for accessing and uploading assets within the DAM.
- Collaborate with web developer and DAM vendors on system updates, upgrades, or integrations as needed.
- Monitor usage rights and compliance to ensure assets are used in accordance with licensing agreements, archiving expired assets to ensure consistent useability of all assets on the DAM.
- Review assets to ensure they meet Freelands visual guidelines and standards in terms of quality, format and accessibility provisions.

#### Campaign marketing

- Maintain a consistent, streamlined campaigns planner, that optimizes activities for the promotion of all regular programming such as events, exhibitions and more across internal and external channels.
- Maintain promotional partnerships with sector peers, familiar artists and more, for meaningful lookalike engagement.
- Initiate tracking links for all internal and external campaigns.
- Support campaign related to digital advertising.
- Produce communications packs for campaigns across core internal and external digital platforms, with consistent content, copy and visuals.

#### Workplace culture

- Understanding of and commitment to contemporary art and art education, with awareness of key communities and discussions across the sector.
- Representing and reflecting Freelands Foundation at previews, evening and weekend events, as well as external professional events. For evenings and weekends TOIL (time off in lieu) will be given.
- Contributing to and participating in a collaborative working environment, including regular staff meetings, training, discussions and other conversations.
- Adhering to Freelands Foundations code of conduct and all policies and procedures.

The above job description is intended to be an outline of the duties and responsibilities of this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role.



## Candidate Specification

### Essential

- Proven experience working in digital communications, preferably in a visual art or education context, with awareness of supporting the delivery of digital marketing and audience development strategies.
- Proven track record of delivering creative digital campaigns across digital channels, with a passion for the possibilities of digital content.
- Experience of writing, editing and proofing; ability to produce and edit engaging, clear articulate copy, understanding different tones and context.
- Experience of working with website CMS and regularly creating and updating content optimised for relevant audience engagement.
- Experience of creating social media content and managing social media accounts.
- A commitment to developing and diversifying audiences, ensuring a digital presence that is inclusive, accessible, and user-friendly.
- Ability to use project management systems to manage and complete tasks to deadlines and work to schedules when collaborating with internal and external partners, delivering projects on time and with clear communication.

### Desirable

- Strong interpersonal skills, ability to understand different priorities and working styles and collaborate with different colleagues and partners, promoting a positive and constructive working environment through a solutions-focused approach
- Strong visual sensibility, experience of handling and editing images, and adding meta data to assets.
- Ability to work with freelancers and contractors to support the commissioning of photography, audio and video; with the in-house designer to brief and develop branded assets; and with artists to commission engaging content.
- Analytical skills, experience of digital data monitoring, tracking and tagging; and ability to proactively apply learnings.
- Working knowledge of Microsoft Office, Adobe Creative Cloud (Photoshop, InDesign, Premiere) and other computer software.





## How to apply:

Please submit a CV and a 2-page max cover letter, which outlines your interest in the role and how you meet the person specification, by email to [recruitment@freelandsfoundation.co.uk](mailto:recruitment@freelandsfoundation.co.uk)

Deadline: 10:00 on Monday 11 November 2024

Interviews will be held across Thursday 14 and Friday 15 November, in person at the Foundations office in London.

Freelands Foundation is committed to anti-racism and to addressing inequality in the arts sector. We warmly welcome applications from Black, Asian and ethnically diverse candidates, as individuals from these backgrounds are currently underrepresented at all levels of our organisation.

If you require particular adjustments for any part of the recruitment or selection process, including an alternative format for the job description or job advert, please contact [recruitment@freelandsfoundation.co.uk](mailto:recruitment@freelandsfoundation.co.uk) and we will be happy to accommodate your access requirements.



