

Press & Marketing Coordinator at Void Gallery

Hours: 15 per week, part-time

Salary: £9,891 per annum

Role: Maternity leave cover, fixed term contract

Location: 10 Waterloo Place, Derry, BT48 6AF

Contact: hello@derryvoid.com / +44 (0)28 7130 8080

Responsible to:

The postholder is responsible to the Director and Head of Access & Engagement

Void Gallery are currently recruiting for the position of Press & Marketing Coordinator for a fixed term contract to cover maternity leave (beginning 9th July 2021).

The ideal candidate for this role will have excellent organisational and communications skills, be a self-starter, with the ability to work both on their own initiative and as part of a team.

About Void Gallery

Void is a contemporary art gallery that commissions and produces a visual arts programme that aims to challenge our audience and promote the arts to new and existing audiences. The programme supports a diverse range of artistic practices of national and international artists.

The programme focuses on the collaborative nature of art and its ability to add to artistic discourse through exhibitions, events, discussions and partnerships. Through our commissions we work with a network of arts organisations both nationally and internationally to create specific projects.

A key element of the gallery is Void Engage, our learning and outreach programme, which places participation and engagement at the heart of Void, making contemporary visual art accessible to visitors of all ages.

Key responsibilities:

Press & marketing strategy, development and implementation

- Working in collaboration with Director and Head of Access and Engagement: outline, develop and implement strategy for all gallery activities across multiple platforms including press, social media, online events and ticketing, website, e-listings, email, print (COVID-19 restrictions pending)

- Maintain and develop press relationships - securing coverage for Void across its range of activities and coordinating with artists, Void staff, and other relevant partners
- Liaising with Director and Head of Access and Engagement, identify and manage marketing budgets for various projects as well as ongoing marketing costs, e.g. subscription services
- Social media strategy for all Void activities and for Void's overall brand communication - creation, implementation, monitoring, analytics and amendments; organic and paid ads

Content creation, coordination, and dissemination

- Project management and dissemination of all promotional materials including photography and videography and securing copy and other relevant content such as logos, etc from staff, artists, project partners, external vendors, and any other relevant parties in a timely manner and acquiring approval for all promotional content prior to pre-approved dissemination dates
- Project management of all design projects such as recurring exhibition posters and e-invites projects and any other content as required; editing of all design templates
- Liaising with press and other distributors and providing relevant content such as installation photographs of exhibitions, documentation, promotional materials, copy, video, press releases, and anything else as required

Website management

- Monitor, maintain, and update website
- Liaise with website developers on relevant issues such as maintenance, errors, and anything else as necessary
- Maintain website according to best SEO practices

Essential criteria:

- 2 years experience in a similar role within the arts or non-profit sectors
- Experience in using Adobe Photoshop and Indesign for document editing and layout as well as basic image manipulation as required
- Proactive, ability to take initiative and ability to both work independently and as part of team
- Excellent organisational and communication skills, ability to manage multiple projects simultaneously
- Time flexibility

Desirable criteria:

- Experience using Wordpress
- Familiarity with analytical software: Google Analytics and Sproutsocial
- Familiarity with up-to-date GDPR protocols

Please note: garda vetting may be required.

Please provide a cover letter and copy of your CV. Deadline for submissions is Tuesday 4th May at 5pm. Please send your submission to hello@derryvoid.com with subject matter: Press & Marketing job application.

If you have any questions please do not hesitate to contact us at: hello@derryvoid.com or 028 7130 8080.