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Contract: Digital Engagement Officer

Reporting to: Contains Art CIC

Hours: Contract equivalent to 1 day a week through 2018. Potential for extension to 2019

Location: Contains Art, Watchet

Fee: £150 per day (expected 1 day a week)

Application Pack

Thank you for your interest in the contract for a Digital Engagement Officer at Contains Art CIC. In this application pack, you will find details of how to apply, background information on Contains Art, the job description and information on the application process.

Overview

This new job is part of our work over the next couple of years to really enhance our digital offer as we work towards the opening of a substantial new gallery space in the East Quay development in Watchet. It responds to the work we have done over the last four years, and our ambitions in the coming ones. These are set out most clearly in our audience and community development plan, which accompanies this pack, and which explores the direction of travel for the organisation. This post will play an important role in helping to achieve the successful delivery of that plan.

The post will report to the Gallery Manager, Jon Barrett, and work closely with him and Project Managers, especially Jessica Prendergrast who oversees the digital strand of work.

About Contains Art

Contains Art CIC was established as a social enterprise in 2012 in an isolated, rural, deprived part of Somerset. West Somerset has the lowest social mobility in the whole of England, and Watchet, where we are based, is

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the most deprived ward in the district. We firmly believe art has a vital role in changing that.

Contains Art was founded in this context, on the firm belief that who you are, what you have, and where you live, should not restrict your opportunities to see, take part in, and create some of the best art in the world. This matters because art is a powerful force of change—it fires imaginations, challenges perceptions, creates connections, builds communities and makes people, especially young people, believe that they can do anything. The establishment of Contains Art by the local community responded to an almost complete lack of opportunities for community, families, and young people to access and engage with high quality art in what is a notable cold-spot in terms of cultural offer—constrained by distance and cost. Our ambition is to fill this gap with maximum impact.

Contains Art has a dual role—to meet the needs of our community and to pursue artistic ambition. To do this we deliver a diverse and exciting programme of exhibitions and events that bring extraordinary practice to this small isolated part of the country. In the past four years, we have made a real impact—changing perceptions about who can engage with what. Our programming reflects a core focus on work that is accessible but still amazing. Recently, for example, we brought Matisse’s cut-outs to our shipping container (from the Hayward Gallery on the Southbank in London). It was visited by hundreds of local primary school children. Likewise, an immersive digital installation brought in an unexpected, new, teenage audience, and we commissioned one of the liveliest emerging performance artists in the UK who worked organically with students from the local sixth form to produce a show-stopping spectacle. On top of our exhibition programme, we run regular community events and workshops that are free to attend, and many community projects. This is the kind of work at which we excel—it builds connections, brings people together and harnesses social energy in a creative way, often across generations.

Contains Art is now the lead cultural tenant in a wider and very significant community-led regeneration project in Watchet. In 2019, assuming everything goes to plan, our gallery will be scaled-up and expanded, in size and ambition, aiming to become a significant regional, cultural player bringing the highest-quality artwork to a local audience who would otherwise

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never get such a chance. In the lead-up to that, supported with funding from Arts Council England, we are focusing on reaching a young audience through dedicated resources for digital and educational development working directly with school teachers and school children in the schools near to us— establishing art as a force for change in their lives.

Main Responsibilities

- Contribute to the successful delivery of the audience and community development plan.
- Work with and support the curatorial team on any exhibitions or projects that have digital opportunities.
- Create and deliver a digital strategy action plan in collaboration with CA project managers.
- Deliver dedicated digital activities to reach new audiences (especially young people) in different ways.
- Explore online potential for younger audiences built around CA artistic programme.
- Feed into retail strategy.
- Maximise the impact that CA has on opportunities for public engagement through digital sources.
- Integrate digital marketing for our exhibitions and activities using a range of online tools and platforms.
- Update CA's website regularly.
- Ensure use and hits to website are recorded for evaluation purposes
- Monitor and evaluate overall impact of digital implementation.
- Other duties as may be required by the Project Managers.

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Person Specification

Essential

- Professional experience in the arts/digital sector.
- Knowledge and understanding of the contemporary arts.
- Knowledge of digital engagement techniques and formats.
- Good communication skills.
- Ability to work on own initiative.
- Excellent IT skills.
- Ability to juggle multiple priorities and work to deadlines.

Desirable

- Based locally.
- Experience of digital implementation in arts setting.

How To Apply

To apply, please email a CV of no more than two sides of A4 and a Cover Letter outlining how you meet the person specification, how your experience relates to the job description and why you want to work with Contains Art. Please also include the names and contact details of 2 referees.

Applications should be marked 'Digital Engagement Officer' and emailed to Jon Barrett at jon@containsart.co.uk.

If you wish to discuss the role you can call Jon Barrett on 07583 368072.

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Key dates

Deadline for Applications Monday 12th March 2018.

Interviews Monday 19th March 2018.

Contract commencement as soon as possible.

Further information

See Audience and Community Development Plan.