



Job Description

PRINCIPAL FUNDER



Thank you for requesting an application pack for the post of:

Programmes and Communications Officer

In this document you will find some background information about Seacourt Print Workshop and the Job Description / Person Specification for this post.

Please take time to read the job description and person specification carefully before completing the application and give as much detail on each criterion as possible.

Applications which do not provide evidence that the applicant meets the criteria specified, will not be accepted.

The interview panel reserves the right to enhance desirable criteria at short-listing stage depending on the volume of applications received.

How to Apply:

To apply for the post, complete the application form in type or black ink including the Equal Opportunities form and return these by email to emmadrury@seacourt-ni.org.uk or by post to FAO Emma Drury, Director, Seacourt Print Workshop, 75 Main Street, Bangor, BT20 5AF.

Please do not send a CV and incomplete applications will not be considered.

The deadline for receipt of completed applications is

FRIDAY 29th SEPTEMBER 2023 at 5pm.

APPLICATIONS RECEIVED AFTER THE DEADLINE WILL NOT BE CONSIDERED.

Accessibility:

If you require a reasonable adjustment to facilitate your application or interview please contact Director, Emma Drury on 028 91460 595 or emmadrury@seacourt-ni.org.uk to discuss this.

Assessment Process:

Shortlisting will take place on **Monday 2nd October 2023** and Interviews are scheduled for **Friday 6th October**.

Equal Opportunities:

Seacourt Print Workshop promotes diversity and is committed to equality of opportunity in employment and selection will be on **merit** in compliance with Seacourt's **Equal Opportunities Policy**.

We welcome applications applicants irrespective of religious belief, gender, disability, race, political opinion, age, marital status, sexual orientation, or socio-economic status providing they can demonstrate they meet the criteria for the post.

About Seacourt Print Workshop:

Seacourt is a creative hub in Bangor Co Down and since we were funded in 1981, we have been providing access to creativity and supporting the development of artists and makers. In September 2021 we relocated to a Grade B1 listed former Ulster Bank building in Bangor Main Street.

We deliver resources and professional development to our members and help build careers through sales, exhibitions, and contract work. Our Artists share creativity and skills through courses and projects engaging people with mental health, learning and physical disability, older people, children, and young people in school and in the community.

Our programmes include exhibitions, courses, workshops, events and health and well-being and community projects. For more information about us please visit our website and social media channels www.seacourt-ni.org.uk



Job Description



Post:	Programmes and Communications Officer
Salary:	NJC Scale 6 £25,419 FTE per annum + 5% pension
Hours:	21 hours per week normally on 7 hours shift basis with a 30 min (unpaid) lunch break. Evening/weekend work may be required based on programme demands and on a rota basis with other staff.
Notice period:	3 months
Responsible to:	Director
Location:	Seacourt Print Workshop, 75 Main Street, Bangor, BT20 5AF

Background to the post:

Seacourt is in a phase of growth and development and as we formulate our strategy for the next 10 years, you will be part of setting our vision and planning to deliver growth. We are looking for an individual who is passionate about printmaking and can demonstrate this through dynamic professional arts practice, technical expertise, and a commitment to helping Seacourt fulfil our founding purpose, to 'share the magic of printmaking'.

Overall purpose of job:

Working with, and accountable to, the Director and the Board, the **Programmes and Communications Officer** will play an integral role in supporting the development of Seacourt Print Workshop and will be instrumental in growing our profile and reputation locally and nationally as a centre of excellence in printmaking.

The role combines programming, shaping user experience and leading on delivery of audience development and communications that will help us foster deeper relationships with our service users, partners, and customers.

Developing Printmaking:

Working with the Director and team, this individual will lead on formulating a plan to develop printmaking over the next 10 years. This will be explored through consultation with members and partners and delivered through our

programmes which include exhibitions, courses, education and training, experiences, professional development, commissions and projects with partners and the community.

They will also research opportunities and pilot new approaches to using print-based initiatives for income generation and for growth.

Personality and experience:

Aligning with our brand identity this individual will lead on shaping the space within the building and the experience people have when they visit through layout, décor, signage, and audio-visual presentation. Taking an audience development approach, they will curate programmes so that our users are an engaged part of Seacourt's printmaking community.

They will work with the Director to agree plans for space and implement these. They will assist in the improvement of systems and processes leading to greater organisational effectiveness.

Voice and Communications:

This person will deliver effective communications to members, service users and the wider public ensuring a coherent voice that reflects Seacourt's personality and the experience people have with us. This will be reflected in our communications on social platforms, email marketing, our website, and our design collateral.

The role requires a confident communicator with the credibility to build influence at all levels throughout the organisation and with its members and stakeholders.

Key Responsibilities:

Business planning and Strategy:

1. Support the Director in strategic & business planning for the future development of Seacourt Print Workshop
2. Undertake research and feasibility planning with the team to inform Seacourt's approach to developing and sharing printmaking.
3. In conjunction with the Director and in consultation with the staff team and membership, implement an ongoing plan of improvements to the workshop and public spaces in the building.

Programming:

4. With the team devise and implement a rolling exhibition programme that provides opportunities for members to showcase work, presents innovative printmaking and visual art to the public and encourages audiences to engage through talks, openings, and events.
5. Devise a rolling programme of learning and engagement programmes, and events including but not limited to projects, workshops, courses, events, schools learning programme, artist development and member professional development activities.
6. Devise and implement residency programmes that increase Seacourt's profile regionally, nationally, and internationally.
7. Oversee the effective administration of programme with the team including contracts, sales, communication with participants and evaluation.
8. Undertake evaluation of programmes, service users and audiences, maintaining records and data for evaluation and monitoring purposes to allow reporting to a range of funders including, user numbers, participation rates, impact of taking part and other information required by the Director.
9. Provide timely and regular reports/updates for staff members, the Director, and the Board of Directors, as required.

Marketing and Communications:

10. Develop a communications plan based on our strategic themes to grow audiences and deepen the connection with our stakeholders through research and pilot projects.
11. Deliver ongoing activities to promote Seacourt with a focus on increasing income through memberships, participation in programmes, and visits to the building.
12. Manage the creation of a programme of digital content for our website, blog, and social channels, including the production of in-house and externally commissioned video and audio content, editorial and graphics, with the aim of reaching new and existing audiences and deepening community engagement.
13. Ensuring effective communication with the membership of Seacourt and that our communications help provide an excellent service to users and the public.
14. Lead on internal and external marketing through email marketing, our new website and social media platforms and use any other tools that will help deepen relationships with our users and grown our reach across Northern Ireland.

15. Produce publicity and marketing materials for SPW's programme of activities including exhibition catalogues, artist statements, participant lists and technical notes.

General Duties:

16. Manage freelancers recruited for programmes and projects, including providing and overseeing recruitment, training and development, appropriate contracts, and effective communications.
17. Develop and maintain professional relationships with clients, colleagues, partners, and other relevant bodies in line with our values.
18. To carry out all duties in compliance with SPW Policies and Procedures and statutory obligations.
19. To treat those with whom they meet through SPW in a courteous and respectful manner.
20. To demonstrate their commitment to SPW by their regular attendance and the efficient completion of all tasks allocated to them.
21. To undertake other duties in line with the level of this job description as may reasonably be required to ensure the efficient and effective functioning of SPW.
22. To deputise for the Director as required in her absence.

Professional Development:

SPW is committed to the ongoing personal and professional development of our staff and this individual will carve out time to continue their printmaking practice by:

- Continuing professional development in your chosen printmaking specialism and continuing improvement to the facilities we offer at Seacourt.
- Engaging in personal printmaking activity, including research, for at least 3 hours per month and for other extended periods by agreement with the Director.

Person Specification

	Essential	Desirable
Qualifications	A third level qualification (degree) or equivalent in fine art printmaking.	
Experience	<p>A minimum of 3 years' professional printmaking practice that must include:</p> <ul style="list-style-type: none"> teaching printmaking, professional artistic practice technical competence across a range of techniques <p>Experience of creating an engaging, effective and safe environment for printmaking.</p> <p>Experience of devising workshops, experiences and projects using printmaking for all age groups.</p> <p>Successful track record in developing brand personality and using social media to engage and grow audiences.</p>	<p>Contributing technical and professional experience to planning processes.</p> <p>Experience of visual merchandising and presentation of products.</p>
Ability	<p>Excellent interpersonal skills and ability to be articulate and persuasive in written and verbal communications.</p> <p>Able to identify and analyse key points in written documents, and to interpret and present financial and statistical data.</p> <p>Ability to manage multiple priorities and deadlines with excellent administration, record-keeping, organisation skills and attention to detail.</p>	
Skills	<p>Skilled in the use of software and equipment required for quality content creation (photography, film, and Adobe Creative Cloud)</p> <p>Confident in the use of Microsoft Office and Google software for word processing, spreadsheets, data processing, etc.</p> <p>Experience of using a range of platforms for marketing and event promotion (e.g., mailchimp, Eventbrite).</p>	
Knowledge	Knowledge of printmaking practice including the trends and opportunities in the sector.	
Qualities	<p>Self-motivated and able to work independently and as part of a team.</p> <p>Entrepreneurial and ideas orientated.</p> <p>Passionate about sharing the magic of printmaking</p>	