

## Freelance Communications Manager

### ABOUT THE ROLE

Fee: £5, 000

Terms: Approximately 20 days between now and 31 March 2022, immediate start date

Location: Remote working, with occasional onsite visits

Crescent Arts is searching for a freelance communications manager with experience in working with museums and galleries to join our team committed to developing the visual arts in Scarborough. You will work on a series of projects across our programme with a specific focus on a new partnership with Scarborough Museums Trust.

We're looking for a creative thinker with visual storytelling experience to help more people understand what makes our projects stand out. The ideal candidate will have a deep understanding of how to plan, execute and measure press and marketing campaigns. You will help us celebrate, share, and debate contemporary visual art by creating engaging content, using the latest technologies and tools to drive and create more engagement across our digital channels. You will work directly with teams across the partnership to tap into cultural insights to develop content in line with our objectives.

To support the delivery of the programme we are seeking a group or individual who can provide comprehensive marketing and PR support, this includes:

- Produce, edit, and deliver engaging content in support of our projects and programming
- Develop and distribute press releases to help us reach local and national media outlets
- Identify and execute new ways of using emerging

social channels to get our brand messaging in front of our target audiences

- Deeply understand our social communities and prospective audiences and design compelling content opportunities for each of them
- Connect with sector-wide debates around contemporary visual art, where appropriate
- Work to implement equality, diversity, and inclusion initiative across all outputs
- Work closely with the creative team to develop, evolve, and maintain a clear visual storytelling style and tone for social
- Support in the day-to-day execution of social content across channels
- Collaborate across our websites
- Collaborate on channel strategies that pull in market insights and best practices to ensure we are using the best channels for our efforts.
- Monitor and evaluate impact of workflow

## EXPEREINCE

We would expect you to have; a minimum of 2+ years professional experience and a portfolio of representative projects which will be shared at interview.

A demonstrated ability in marketing channel or campaign management with foundations in content marketing, solid email marketing experience, curiosity, and interest in following digital trends in marketing and channel strategy, eager to share what you learn with the team.

## ABOUT CRESCENT ARTS

Crescent Arts was founded in 1979 in the basement of Scarborough Art Gallery by and for visual artists in Scarborough, to provide studios, production facilities and professional development opportunities, while generating public and community participation through exhibitions and ‘hands-on’ creative activities. At the same time, it has initiated major partnerships and produced events with international impact including The Art Party Conference 2013, with the renowned artist Bob and Roberta Smith R.A.; curating Helen Sear’s work for Wales at the 56th Venice Biennale in 2015; developing a partnership with Forestry England to develop its arts strategy and commission new work by Helen Sear as the first artist-in-residence at Dalby Forest in 2017/18.

In challenging times, with the dual impact of Covid-19 pandemic and the culmination of the Brexit negotiations, Crescent Arts is embarking on the next phase of its development, reaffirming its mission to be a vibrant creative hub rooted in Scarborough: responding to the need for equity and social justice by nurturing diverse artistic talent, connecting people to art and artists, making contemporary visual arts publicly accessible through meaningful participation and enjoyment, and working to address the climate crisis and support climate justice. It has established an exciting new partnership with Scarborough Museums Trust, and will co-produce a public programme of exhibitions, workshops, artist’s talks and residencies.



The organisation has since moved out of the basement and works in a more community focused and nimble way, responsive to nurturing creative artistic talent and supporting critical conversation and work.

## ABOUT THE PARTNERSHIP

Crescent Arts and Scarborough Museums Trust share the aim of developing Scarborough as a centre for excellence for the visual arts with a partnership between both setting the stage for this phase of development. Having recently undergone a merger Scarborough Museums Trust now counts Woodend Creative Workspace within its service along with Scarborough Art Gallery and The Rotunda Museum. The trust has outlined several new strategic priorities with supporting the creative industries in Scarborough amongst them. Crescent Arts similarly has experienced change having recently revised its mission and vision, governance, and management as well as a physical move to join the 120 creative tenants at Woodend.

The partnership is rooted in Woodend Gallery, the historic heart of literature in Scarborough and home to the Sitwell Library. Built in 1835 the marine villa was once the home of British Poet, Edith Sitwell and between 1934 – 2006 housed the boroughs collection of Natural History. Woodend houses Scarborough Museum Trust archive as well as a café space overlooking the Valley Gardens and South Bay and a two-story Victorian glasshouse, the site for the new programme of exhibitions.

## PARTNERSHIP PROJECTS

Residency & Exhibition Partnership, Dalby Forest – Crescent Arts, Scarborough Museums Trust and Dalby Forest each share an interest in ecology, sustainability, the natural world, and contemporary art. This residency partnership aims to support the development of a new body of work for a contemporary artist(s) as well as an exhibition at Woodend Gallery.

Exhibition Partnership, Action Space – To mount a new body of work by artist Andrew Omading. Action Space was launched in the 1960s and established as an independent charity in 1984 and is a visual arts organisation. They support artists with learning disabilities and create innovative projects for people

with learning disabilities to engage with the visual arts.

Talent Development Programme – this new initiative promotes and supports visual artists based in Scarborough and the surrounding areas. This programme aims to support up to 10 artists through a series of visits to sites across the UK that demonstrate a vibrant visual arts model, including artist run spaces, collections, workshops, and residencies.

Coastal North Collective - Along with Arts Council England, Crescent Arts & Scarborough Museums Trust have developed Coastal North Collective, a series of conversations that aim to unearth shared challenges in the visual arts and for discussion around advocacy, communication, commissioning, and production in the northern coastal context.

## APPLICATION PROCESS

Deadline 5PM, 20 August 2021. Interviews will be held w/c 23 August

Please email a single PDF file to [info@crescentarts.co.uk](mailto:info@crescentarts.co.uk) which includes the following information:

- Summarise your experience of being able to deliver clear, objective, and creative approaches to marketing & PR (no more than 500 words)
- Summarise your interest in working with Crescent Arts & Scarborough Museums Trust
- Draft a budget and outline your approach to this work

If you have any further questions, please send via email to [info@crescentarts.co.uk](mailto:info@crescentarts.co.uk)