

ARTICHOKE

JOB INFORMATION | COMMUNICATIONS ASSISTANT

Salary: £19,565 - £22,000 gross per annum (dependent on experience)

Contract Type: 18 months fixed term with opportunity to extend the contract



Photo: PROCESSIONS 2018 London, an Artichoke Project Commissioned by 14-18 NOW. Photo by Amelia Allen



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Trust
Registered in
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Company registration 5429030
Registered Charity No. 1112716

1. Artichoke Background

Artichoke was founded in 2005 with its now legendary presentation of Royal de Luxe's The Sultan's Elephant, which brought London to a standstill as audiences were transfixed by the surprise arrival of a giant puppet and a time-travelling elephant. The production brought joy to hundreds of thousands of people as they explored the capital, turned into a playground, magically liberated from its day-to-day traffic clogged restrictions. The production challenged the political arts establishment to rethink its largely venue-based approach to large cultural events and demonstrated the potential for the temporary transformation of the public realm through the creation of a moment of extraordinary art.

Over the last 15 years Artichoke has produced a total of 23 ground-breaking productions ranging from PROCESSIONS, a living portrait of women in the 21st Century celebrated across the UK; One & Other, Antony Gormley's 2400-hour living portrait on the Fourth Plinth in Trafalgar Square; Peace Camp, a lyrical set of installations created by Deborah Warner and Fiona Shaw for the London 2012 Festival, to the Lumiere Festivals produced in Durham, Derry-Londonderry and London. Lumiere has become a core feature of the cultural landscape and has set the benchmark for outdoor city-wide winter arts events.

"What was it that made Londoners leave their homes and tourists their hotels during the city's coldest four nights in years and, as many spontaneously did, lie face up on the freezing tarmac of Oxford Circus? Light is one answer. Art, another. For those four days the art scene in London was transformed." John Nathan, The Times on London Lumiere 2016

In September 2016 Artichoke produced London's Burning, a four-day festival of arts and ideas, to commemorate the 350th anniversary of the Great Fire of London. Across the City of London six international works invited audiences to reflect on the scale and impact of the historical fire, whilst also considering contemporary threats to London's survival. At the centre of the festival was London 1666, an extraordinary sculptural representation of the sixteenth century skyline of London. Conceived by American artist David Best, the sculpture was built by a team of young Londoners who worked with professional carpenters to realize the artist's vision. Floated down the Thames on barges, the 120m sculpture was burnt on the river in central London in a spectacular reminder of the events of 4th September 1666.

Most recently, Artichoke produced Lumiere Durham for its 10th anniversary. The audience braved incessant rain to experience four spectacular evenings showcasing 37 light artworks by international and local artists across Durham City. First estimates put the number of visitors at 165,000, bringing the number of people who have enjoyed the festival since it began in 2009 to just over one million.



2
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2. The Role

Artichoke is seeking a fast-learning, enthusiastic and organised Communications Assistant to join our busy London-based team. The ideal candidate is passionate and driven, with an interest in arts & culture Communications, a thirst for learning and keen eye for detail. As a supporting position to the whole Communications team, this role offers the opportunity to develop varied experience of all aspects of arts Communications. This role will suit someone who would like to develop a career in the arts and who will rise to the challenge of working in a fast-paced, creative environment.

3. Company structure

Artichoke is a charity, funded as a National Portfolio Organisation by Arts Council England. Under the guidance of the Board chaired by Stephanie Flanders, Helen Marriage, Artichoke's founding director, leads the organisation. The permanent staff team of 20 is divided across the core departments of Production; Development; Communications and Administration. The core staff devote their time to delivering the programme of large-scale projects initiated by the Artistic Director.

The capacity of the organisation, and the production team in particular, is greatly increased in the period leading up to productions with specialist contractors and freelance staff employed to manage the detailed event planning and technical logistics required by Artichoke's events.

HOW TO APPLY

1. Please read the information in the job description and person specification on the following pages.

This information can be found here: <https://www.artichoke.uk.com/category/jobs/>

2. Send us your CV **and** a covering letter (no more than 2 A4 pages) outlining why you would like this role and how your skills match with the Job Description and Person Specification by email to: **recruitment@artichoke.uk.com** addressed to Anna Vinegrad with '**Communications Assistant**' in the subject heading.
3. Ensure you give examples to back up your statements throughout your application. You may wish to use headings to help you cover all the aspects of this role.
4. Complete the Equal Opportunities Monitoring form which can be accessed [here](#).

Closing date for applications: **Friday 28th August at 9am.**

Interview date: W/C 7th September 2020. Details to be confirmed.

Start date: Immediate start, depending on notice period.



3
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Artichoke is committed to equality of opportunity and access for all and welcomes and encourages applications from everyone, irrespective of their age, gender, class, marital status, nationality, ethnic origin, disability, religious belief or sexual orientation.

Please do email recruitment@artichoke.uk.com to arrange a call if you have any questions or queries about the role.



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JOB DESCRIPTION – COMMUNICATIONS ASSISTANT

Job Title:	Communications Assistant
Based:	London. Currently E1. The team are currently working remotely from their homes while the office is being expanded and refurbished. We expect to return to the office in November 2020. Some travel around the UK may be required.
Reports to:	Communications Manager
Key relationships:	Communications Manager; Digital Content Manager; Communications Director; Artichoke core staff; External partners and service providers.

The Role

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The Communications Assistant will provide organisational, digital and administrative support to the Communications team and will take specific responsibility for some of the essential Communications tasks including media monitoring, the maintenance of Artichoke's image library and the e-bulletin.

Responsibilities

NB: Training will be provided where required

Organisational support to the Communications team

- Act as main point of contact for the Communications team enquiries and answer in timely manner.
- Maintain overview of diary of Communication Director and team members.
- Coordinate meetings for the team.
- Assist with coordination of team travel.
- Support and attendance at fundraising and press events where required.

Digital

- Assist the Digital Content Manager in the day-to-day management of Artichoke websites, updating pages including blogs with text, images and film content where appropriate, adding news items and archiving content



5
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- Support the Communications Manager in the delivery of digital sponsor benefits, maintaining sponsor logos and credits online.
- Assist in growing Artichoke’s social media presence across primary social channels – Instagram, Facebook, Twitter and YouTube – engaging followers in conversation and debate around Artichoke’s work.
- Support the Communications team in ensuring that Artichoke social media content and websites are as accessible as possible, using Alt text for captions and when adding images to WordPress.
- Using Google analytics and other evaluation tools, produce reports of digital activity for each Artichoke project as and when required.
- Research and identify UK and international digital channels, identifying visual arts and culture websites, blogs and social opportunities, directing audiences to Artichoke channels.
- Support the Communications Manager in the development and delivery of Artichoke film content.
- Manage Artichoke’s e-list and e-newsletter, ensuring the list is up to date, encouraging new sign ups, liaising with all Artichoke teams to source content, write copy, circulating for approval and tracking user engagement.

Marketing and Press

- Support the Communications team in the delivery of project marketing campaigns including copywriting, print distribution and advertising campaigns.
- Support the Communications team with research requirements including media and marketing campaign research, and Artichoke sponsor research in terms of benefit support and delivery.
- Act as the main point of contact for Artichoke’s media monitoring service, track press coverage, circulate a weekly clippings update, maintain the press cuttings archive and produce reports where required.
- Manage and maintain the Artichoke image archive, working with Artichoke’s press team to respond to media image requests.
- Support the Communications team with print requirements.

General

- Contribute to the development of a professional working and learning environment within the organisation.
- Contribute to the organisation’s understanding of diversity and its implications for the arts and to ensure that this understanding informs all the organisation’s activities.
- Ensure adherence to the organisation’s policies and procedures with particular reference to Equal Opportunities and Health and Safety.
- Work in a flexible manner in line with the organisation’s corporate objectives and role and to be willing to undertake other duties as reasonably requested.
- Provide excellent customer care in dealings with the public.

This job description is not exhaustive and the post holder may be required to undertake other such duties from time to time. Training will be provided where required.

6



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Knowledge and Skills Required

- Previous experience in a communications role, or a demonstrable interest in communications and marketing
- Some experience or knowledge of website management, social media management and campaigns
- Excellent copywriting skills
- Proven administrative and organisational skills
- Familiarity with software packages including word processing, spreadsheets, databases, email and the internet
- Demonstrable interest in Artichoke as an organisation and in the arts
- An ability to work independently, flexibly and proactively in a high pressure and fast-paced environment
- Educated to A-level standard or equivalent

Desirable

- Some spoken and written knowledge of other languages would be useful
- Knowledge of Adobe Suite or desire to learn
- Video editing skills or desire to learn

SUMMARY OF TERMS AND CONDITIONS

Salary:

Salary £19,565 - £22,000 gross per annum, paid monthly in arrears.

Pension:

Artichoke is enrolled in a pension scheme with Standard Life. Upon completion of your probation period you will be eligible to join the company scheme with combined monthly contributions from both Artichoke and yourself of 8%.

Contract:

Fixed term for 18 months, with the opportunity to extend the contract.

Annual leave:

25 days per annum plus public and Bank Holidays.

Probationary period:

3 months

Notice period:

2 months (2 weeks during probationary period)

Location: The Artichoke team are currently working remotely from home due to the changing Covid-19 situation. The ability to work from home is therefore essential, at least for



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the first couple of months of the role. A laptop and other workstation essentials as required will be provided. The post is usually based in Artichoke's offices, currently in London E1, with regular travel to project locations across the UK, currently Durham and other UK capital cities.

Hours of work:

Hours of work will inevitably vary according to the nature of the workload, but generally will be a minimum of 35 hours per week, Monday – Friday, 10am – 6pm. Additional hours may occasionally be required as necessary for the successful performance of the job, but time off in lieu may be given at the discretion of your line manager.



Supported using public funding by

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8

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