



Marketing & Digital Communications Manager, Van Gogh House & Gallery C.I.C

www.sanmeigallery.co.uk www.vangoghhouse.co.uk

Location: Brixton, London

Type: Part-time 3 days a week

Starting salary: £25k pro-rata

Contact: anna@vangoghhouse.co.uk

Reports to: Director of Programmes

Description:

Van Gogh House & Gallery C.I.C. is looking for an outgoing and creative Marketing & Digital Communications Manager to oversee the communications for both its spaces. This role covers the communications for all aspects of both artistic programmes, as well as supporting marketing efforts for the galleries' income-generating activities such as events, venue hire, Friends and shop. Digitally led with a good understanding of press and pr, we're looking for someone to help grow the audiences and customer base of our young organisation.

About Van Gogh House & Gallery C.I.C.

Van Gogh House & Gallery C.I.C. operates two spaces in North Brixton, Van Gogh House and San Mei Gallery. The former is the Georgian terrace in which the eponymous painter once lived with a mission to support artists within their lifetimes. After a restorative capital project the house opened in 2019, and hosts exhibitions, commissions and artist residents with research-based practices. This house museum serves heritage and contemporary art audiences, with ambitions to grow both and raise awareness of this chapter in Van Gogh's life. San Mei Gallery is an independent space for contemporary art in South London, committed to research-led, educational and collaborative exchanges. Over the last five years, it has built up a loyal following of emerging artists and architects in addition to audiences rooted in the local community.

Find out more at www.sanmeigallery.co.uk www.vangoghhouse.co.uk



The Role

Collaboration

- Coordinating marketing strategies and working towards audience targets with the programme teams for both spaces
- Work with colleagues across the organisation to design and schedule campaigns for the different departments, ensuring a balanced distribution of communications across the organisation
- Work with the Shop Coordinator to maintain the Shopify and Squarespace online shops
- Work with the Student Art Guides, part of Harold Offeh's exhibition in late 2022, on creating social media content for their age group and demographic.

Website

- Ensure both websites are meticulously up to date
- Draft engaging copy for both websites, with close attention to the tone of each space
- Drive visitors to the website using Google ads, newsletters and other means.
- Use Google Analytics to understand user behaviour and website traffic.

Social media and newsletters

- Create engaging, narrative-led and on-brand social/newsletter content to promote the programmes of both spaces
- Initiate newsletter and content swaps with other organisations
- Use paid ads and organic content to drive ticket, shop and venue hire sales
- Analyse engagement data and Click-Through Rates toward conversion goals
- Produce a quarterly report on digital engagement

Advertising

- Suggest, design and book print advertising for certain exhibitions
- Design and print on-brand flyers, posters and other printed materials
- Keeping listings up to date

Press

- Keep press database up to date
- Support wider team in pitching to journalists
- Liaise with external press consultants on larger projects
- Support press events

PR

- Support the team in devising promotional events aimed at developing audiences



- Initiate brand collaborations to increase cross-promotion of audiences

GDPR

- Overseeing GDPR compliance

Other

- Weekend and out of hours work will be required occasionally.
- Undertake other relevant duties as directed, consistent with skills, competence and training.

Person Specification:

We are interested in people from all backgrounds and experiences with a creative flair for marketing, and a particular emphasis on digital. We're looking for someone who keeps up to date with the latest trends in communications, has an ability to self-initiate projects and upskill on the job. We particularly welcome applications from BAME, disabled, LGBT+ communities and are happy to discuss any requirements that you might have for the role or the application/interview process. We're interested in you and what you have to bring so even if your experience doesn't match the below point by point, we want to know what you can offer and that you're enthusiastic to learn more and why.

Skill and Expertise

We are looking for people with:

- Excellent communication skills in English and an ability to engage people at all levels
- Previous role(s) in the communications department of a museum or gallery
- At ease with producing original and engaging written content for digital platforms
- A good knowledge of Adobe Indesign and Photoshop and an eye for design and branding
- A good understanding of data and ability to produce reports and respond to targets
- Experience of
 - Website management and scheduling software such as Hootsuite
 - Using Google Analytics
 - Creating and executing Google ad campaigns
 - Creating and managing paid social media campaigns using Meta Business Suite
 - Creating video content for social media
 - Initiating brand collaborations
- A successful track record of pitching to journalists
- Good networking skills

Bilingual Mandarin speakers with WeChat experience would be a plus but not essential.



Application details

To apply, please send your CV and a covering letter of max one page, font size 12, detailing what you would bring to this job and what we could bring to you anna@vangoghhouse.co.uk

If you would like to include examples of any aspect of your work please include links in your cover letter or images on one A4 page in PDF format.

The deadline for applications is midnight on **12 June**

Shortlisted applicants will be invited to interview for the role **the week of the 13th June**