Community Communications Assistant

About Furtherfield

Furtherfield is London’s longest running (de)centre for art and technology.

Since 1996 we have developed an international reputation for initiating experiments in artistic co-creation across digital and physical networks. We continue to invest time and energy in decentralised and distributed p2p practices, fostering new projects with artists, and seizing and challenging debates about the role of art and technology in society.

We advocate always for open and playful engagement with people and their technologies, encapsulated in a process of ‘doing it with others’ (DIWO). We have maintained a distinct presence and interconnectedness across networked space whilst remaining grounded in a physical locality, by presenting work through our Gallery and Commons located in the middle of London’s 150-year-old Finsbury Park in the London Borough of Haringey.

Adventurous digital arts experiences radiate from these venues, transforming the urban park into a platform where people can explore how they want to live in our globally-connected world.

With more than 20 years experience, through 50+ exhibitions, and over 100 international partnerships, we have developed a specialism in alternative systems of organisation and co-creation. Our work has been featured by the BBC, the Guardian, the New Scientist, Wired, the Art Newspaper and Hyperallergic.

Community Communications Assistant Role

This role is to provide communications, marketing and outreach support to the Furtherfield team for 8 hours per week to be worked flexibly throughout the week. This is a short-term contract for 24 weeks starting in March/April 2021. It is paid at an hourly rate of £13.50 per hour. Ideally we would like someone local to the area but this role will mostly be carried out working from home.

In 2021 we are running a season of arts activity called the People’s Park Plinth which imagines the whole of Finsbury Park as a platform for digital arts experiences. Over several months we will provide tasters of a range of cultural projects people can experience in the park. Using our new CultureStake app, everyone will then be invited to choose the one they want to be produced in the park at scale later in the year.
This is part of dedicated activity reconnecting with our diverse Finsbury Park community after our necessarily reduced programme in 2020. It is integral to our ongoing work as a community arts organisation that aims to increase engagement and participation locally.

This part-time role might suit someone starting a career in marketing, communications and audience development. We would like this work to inform our programming so that it is relevant to audiences, and hopefully reflective of local communities.

We particularly welcome and encourage candidates local to Finsbury Park, disabled, Black, Asian and Minority Ethnic (BAME) and those that are underrepresented in the arts to apply.

Key Responsibilities

Communications, PR and Outreach
- Maintain the Customer Relationship Management system
- Oversee GDPR compliance as the company Data Protection Officer
- Undertake stakeholder mapping
- Maintain clear communications with all project stakeholders and Furtherfield community members
- Research local and online opportunities for sharing programme, event and exhibition information on third party websites and community forums
- Work with the Executive Director on the development of a communication/audience development plan
- Work with the Executive Director on the framework and tools for increasing our reach to local communities, diverse audiences and those experiencing isolation

Website Content
- Make website content updates (events, projects, press, partners etc)
- Maintain the visual and written style of the website according to style sheets
- Develop and maintain media partnerships
- Develop and maintain a diverse and evolving network of website contributors with a focus on underrepresented voices
- Keep records of all web and print editorial stakeholders
- Produce Google Analytics reports

Social Media
- Update social media according to agreed digital marketing plan
- Produce live social media updates from selected Furtherfield events
- Design and produce graphic content for our website, social media, presentations and reports
- Edit images and videos using a range of software
• Work with the Executive Director to develop and produce social media-based editorial content (from live Twitter interviews to Instagram articles or Facebook broadcasts) to straddle editorial and marketing
• Produce relevant analytics reports for each social platform

Key Requirements

• Strong ability to express values and mission in all communications
• Highly organised and methodical
• Strong ability to communicate across media
• Energetic and solutions-focused attitude
• Excellent written and verbal communication skills
• Excellent visual communication skills
• Excellent time and workload management skills
• Rigorous attention to detail
• Ability to work flexibly and under pressure
• Skills and experience of image manipulation software (Photoshop; InDesign)
• Skills and experience of office software including Word, Excel, and Google Drive

Reporting to

Executive Director

Application Requirements

To apply for the role please submit the following to info@furtherfield.org with the subject line ‘Community Communications Assistant’:

• CV (no more than two A4 pages)
• Cover letter stating why you are interested in the role
• Names and emails of two referees
• Equal Opportunities Monitoring Form (submitted anonymously online)

Closing Date

Midday Friday 5 March 2021

Interview Process

Interviews will be held online w/c 15 March 2021
Equal Opportunities

Furtherfield aims to ensure that no applicant receives less favourable treatment on grounds of gender, race, colour, religion, disability, marital status, class or sexual orientation.

Monitoring

Furtherfield places a strong emphasis on equality of opportunity and access. In order to help us monitor this commitment, please complete an equal opportunities monitoring form when you submit your application. You must return this information as part of your application, which will not be eligible without it.

The questionnaire asks for statistical information only. We will not use the information you provide here in making our decision, and your information will remain confidential.