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**RECRUITMENT PACK
COMMUNICATIONS PRODUCER**

OPPORTUNITY

Are you excited about contemporary art and the power of creative communities? Do you believe in building a fairer, more inclusive art world? If so, Axis wants you to help us amplify the voices that shape the future of art.

We're Axis, an independent charity with over 30 years of experience in championing and supporting artists across the UK. With more than 10,000 members - from emerging talent to seasoned professionals - we are committed to making contemporary art accessible to everyone.

We're looking for an enthusiastic and innovative communicator to join our team. In this role, you'll help share our voice and amplify our mission, collaborating with our team to create stories that resonate and spark conversations. Whether through dynamic social media campaigns, engaging digital content, or inspiring artist collaborations, your work will be at the heart of our work to promote contemporary art.

At Axis, we believe in the transformative power of art, and we're dedicated to ensuring that artist's voices are heard. If you're passionate about communication and want to bring your creativity, skills, and fresh ideas to Axis, we'd love to work with you to champion contemporary art.

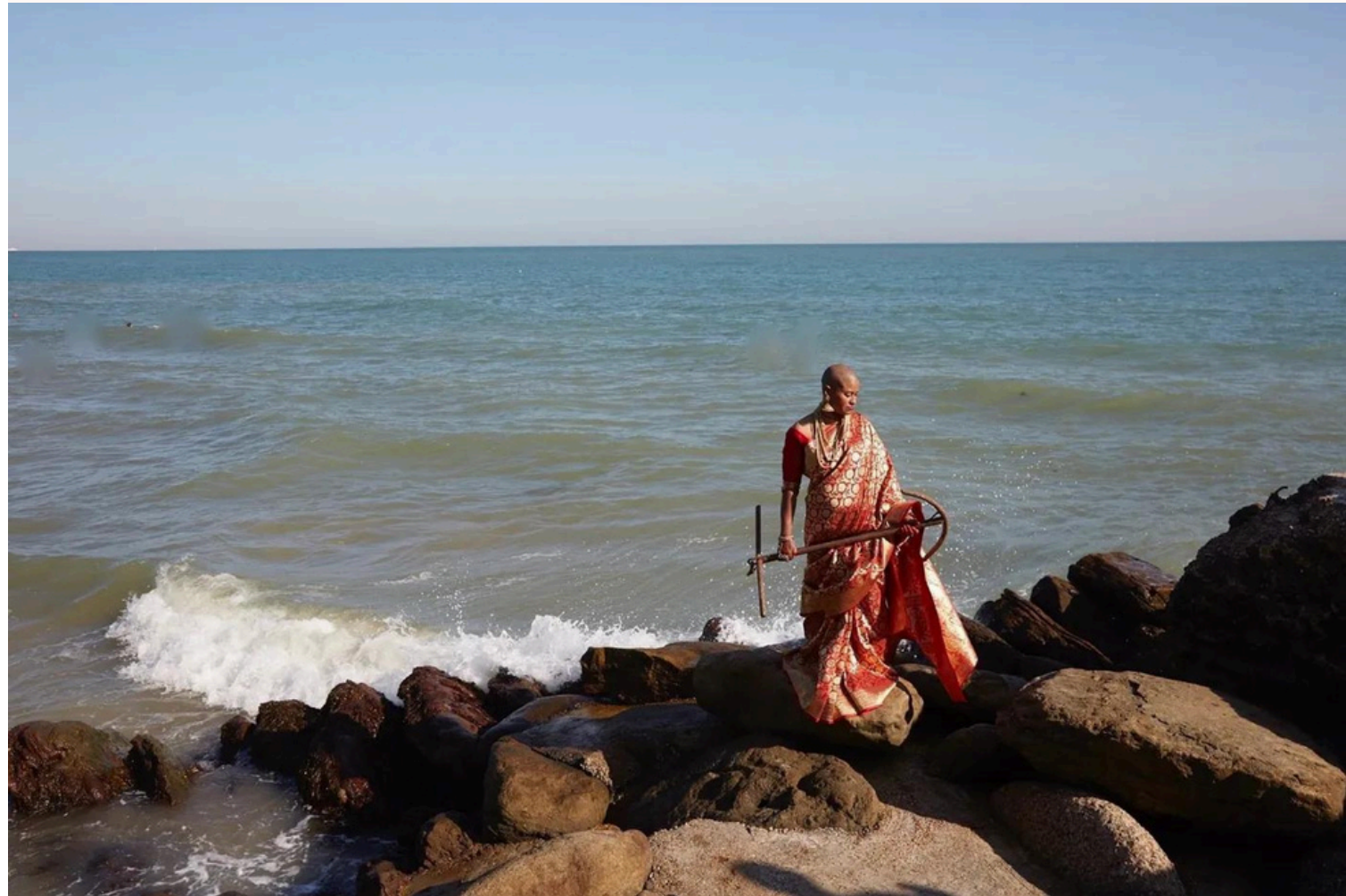
We welcome applications from everyone, especially individuals from underrepresented groups. We believe in potential, not just perfection. If you're interested in this role and believe you can make a difference - even if you don't tick every box - we'd love to hear from you! Diversity and inclusion are at the core of our values, and we're committed to building a team that reflects the richness of the communities we serve.

ABOUT AXIS

We believe art creates positive changes in society. Art connects, inspires conversations and builds understanding.

Our vision is of a society where art is part of everyday life, accessible to all, inspiring creativity, empathy and innovation.

Our mission is to Champion and Support Contemporary Visual Arts in the UK. By providing artists with resources, opportunities, and platforms to support and showcase their work, we make contemporary art more accessible and engaging for all, fostering a vibrant and inclusive arts community.



Farida Yesmin 2023 Axis Fellow
(Image credit: Manuel Vasion)

WHAT SETS US APART

CHARITY AND FUNDING INDEPENDENCE:

Our status as an independent charity grants us the freedom to innovate and commit resources to projects that truly enrich the artistic community and captivate the public. We operate beyond the influence of public funding bodies, ensuring our projects align closely with our mission and values.

LISTENING TO ARTISTS:

At the core of Axis is our unwavering dialogue with artists. This collaborative approach ensures our initiatives and resources meet the actual needs of the contemporary art community, amplifying artists' voices and facilitating their creative and professional growth.

CHAMPIONING CONTEMPORARY ART:

Our curated programmes, showcases, talks, events, and campaigns bring the contemporary visual arts to a wide audience. We strive to make contemporary art not only seen but felt and experienced, encouraging public exploration and engagement.

ARTIST-CENTRED SUPPORT:

We offer comprehensive support to artists, providing resources, knowledge, and opportunities essential for both artistic and professional development. Our approach is designed to nurture talent and advocate for artists' visibility and success.

INNOVATIVE SPACES FOR CREATIVITY:

Through both the Vacant Space Initiative and our digital platform showcasing UK artists, we create unique spaces for art to thrive. These initiatives not only offer artists exposure but also energise and transform communities, embedding contemporary visual arts into both the urban and digital realms.

KEY FACTS

- **Job Title:** Communications Producer
- **Salary:** £13,750 pa (based on UK Living Wage) + 3% pension contribution
- **Type of Contract:** Permanent Employment (12 weeks probationary period)
- **Holidays:** 13.5 days + bank holidays
- **Hours:** 22 hours per week (flexible)
- **Location:** Working from Home with some travel required
- **Responsible to:** Executive Director
- **Application Deadline:** 10 am Thursday 10 October 2024
- **Interviews Conducted Via Zoom:** Week of 14 October 2024

ABOUT THE ROLE

Develop and implement communication strategies to engage members and audiences, enhance brand visibility, foster community connections, attract new members, and support Axis's programmes.

Your role will help amplify the voices of contemporary artists and promote Axis's mission.

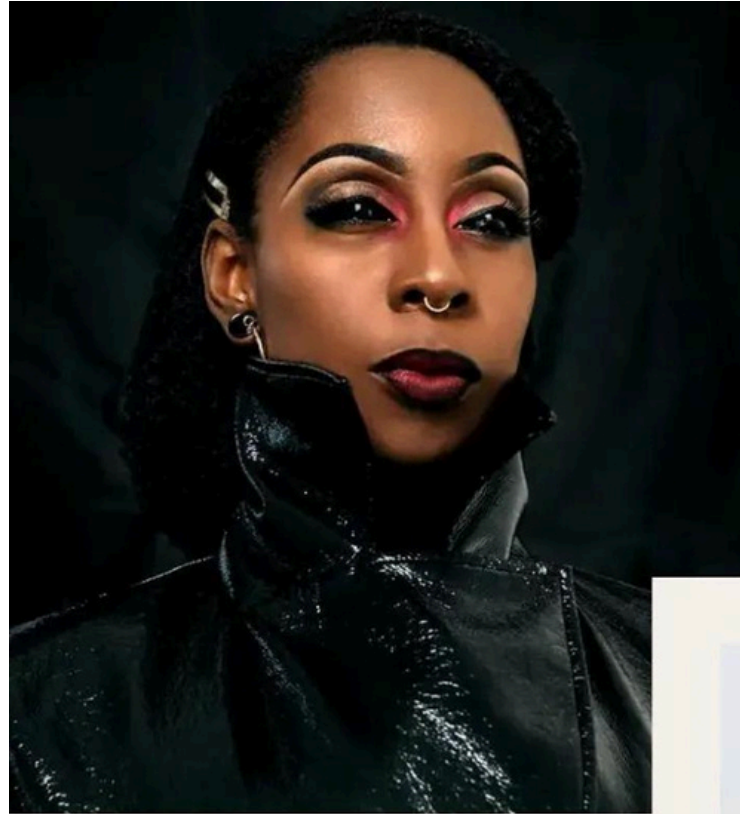


Image Credit:
Courtesy of Zinzi Minot, Eelyn Lee, Hanna Tuulikki and Paul Kindersley
(From our 'Costume / Performance / Identity' Event Season 2024)

KEY TASKS

- **Strategic Planning and Campaigns:** Develop and implement communication strategies aligned with Axis's strategic priorities.
- **Content Creation and Management:** Oversee the creation of high-quality, engaging content across social media, websites, email newsletters, and other channels, while ensuring consistency in tone and voice across all platforms.
- **Social Media and Engagement:** Manage day-to-day social media activities, including maintaining a social media calendar, posting content, interacting with the audience, and hosting live events.
- **Organic Growth and Outreach:** Identify and leverage free or low-cost marketing opportunities.
- **Event Support and Hosting:** Host and support online events, such as member meet-ups and artist talks.
- **Partnerships and Outreach:** Develop and maintain partnerships to support Axis initiatives.
- **Analytics and Reporting:** Track and analyse communication metrics across communication channels to make data-driven recommendations.
- **General Operational Duties:**
 - Support Axis initiatives and research new opportunities for development.
 - Maintain effective internal processes and communication within the team.
 - Implement and support equality, diversity, and inclusion initiatives.
 - Undertake other duties as requested by the Executive Director.

This job description outlines the main duties but is not exhaustive; responsibilities may evolve.

WE'RE LOOKING FOR SOMEONE WHO:

We are interested in potential, not just perfection. If you don't tick every box but are excited about this role and believe you can make a difference, we'd love to hear from you!

SKILLS & COMPETENCIES:

- **Creative Communicator:** You're a strong copywriter with a knack for crafting engaging stories and content.
- **Social Media Savvy:** You know your way around social media platforms, especially Instagram, and can create content that resonates with diverse audiences.
- **Visual Creator:** You have graphic design skills - whether you're an Adobe pro or a Canva whiz - and can create visually compelling content.
- **Digital Know-How:** You're comfortable using a variety of digital tools (such as CMS, Google Workspace, and Slack) and are open to learning new platforms or technologies to improve our processes (or introducing us to new ways of working!).
- **Organised & Efficient:** You're great at managing your time, juggling multiple projects, and meeting deadlines.
- **Collaborative Team Player:** You enjoy working with others, sharing ideas, and bringing projects to life as part of a team.

WE'RE LOOKING FOR SOMEONE WHO:

EXPERIENCE:

- **Content Creation:** You've got experience creating content for various platforms, whether it's social media, websites, or newsletters.
- **Campaign Management:** You've managed or contributed to multi-channel campaigns that drive engagement and tell a compelling story.
- **Community Engagement:** You've worked with communities - whether online or offline - to build connections and foster engagement.

PERSONAL QUALITIES:

- **Passionate About Art:** You're genuinely interested in contemporary art and excited about what's happening in the sector.
- **Self-Starter:** You're proactive, take the initiative, and are comfortable working independently.
- **Adaptable:** You're flexible and open to new ideas, and you can adapt to the changing needs of a dynamic work environment.
- **Inclusive Mindset:** You believe in the importance of diversity and inclusion and are committed to creating content that reflects these values.

APPLICATION PROCESS

We're excited that you're considering applying for the Communications Producer role at Axis! To help you prepare, here's a step-by-step guide on what we're asking for and how to submit your application.

CV

Please upload your CV, detailing your relevant work experience, education, and any notable freelance or project-based work. Your CV should highlight your communications-related experience, digital skills, and any relevant work or projects you've done.

Covering Letter or Video Submission

You can either submit a written covering letter (1-2 pages) or a video (up to 6 minutes) answering the following questions. The aim is to show us how your experience and skills align with the role, and why you're excited to join Axis.

- **Why are you interested in the Communications Producer role at Axis?** Please tell us what excites you about this opportunity?
- **Describe a project or piece of work you've been involved in that demonstrates your ability to fulfil the key responsibilities of this role.** Share details about your role in the project, the challenges you faced, the outcome, and how it relates to Axis.

References

Be prepared to provide the names and contact details for two referees, but don't worry, we'll only contact them if you're shortlisted for the role.

Eligibility to Work in the UK

Please note that you must be eligible to work in the UK to apply for this role. If you do not meet this requirement, unfortunately, we will not be able to proceed with your application.

HOW TO APPLY

Once you've gathered your CV and prepared your covering letter or video submission, head over to our online application portal to submit your application. The process is simple, and we recommend applying online for the easiest experience.



ACCESSIBILITY AND FURTHER INFORMATION

At Axis, we are committed to making our recruitment process as accessible as possible. If you require any adjustments, need further information, or would like to submit your application in an alternative format, please get in touch with us at hello@axisweb.org before the application deadline. We're happy to find an approach that works for you.

APPLICATION DEADLINE AND INTERVIEW DATES

- Application Deadline: 10 am Thursday 10 October 2024
- Interviews Conducted Via Zoom: Week of 14 October 2024

Shortlisted candidates will be contacted to arrange an interview. If you have any specific requirements for the interview process, please let us know when we contact you.

Communications Producer

EXPLORE AXIS

www.axisweb.org

Image Credit: Seedhead, 2022 by Charlotte Squire

