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BASE
Greenheys Lane
Manchester
M15 6LR

FutureEverything: Digital Communications Officer Job Pack

Job Description

Title: Digital Communications Officer

Reports to: Senior Creative Producer

Salary: £18.5k - £21k per annum

Contract: 5 days per week and time limited until 31st March 2019. There may be an opportunity for the role to develop into a permanent position.

Office and Hours: Office at [Tech Hub](#), Oxford Rd, Mcr. 40 hours pw. Mon-Fri 8am - 6pm Flexitime

Application Deadline: 10am Tues 24th April

Interviews: Tues 1st May

Application Process: Please submit i) your CV ii) Equal Opportunities form and iii) a covering letter (max 500 words) outlining how you meet the requirements of the role. Send all three documents as .pdfs to: opportunities@futureeverything.org

Intro to the role

FutureEverything (FE) is seeking to appoint a talented and motivated Digital Communications Officer with experience. The ideal candidate will have experience (paid or unpaid) in producing internal and external content for the arts, design and technology sectors. You will bring imagination, energy and a proactive approach to the team, to help raise profile and audience engagement. You will ideally have an active interest in at least one of digital culture, art, innovation, technology or design.

The primary purpose of the role is to support a core company communications function and to assist the Senior Creative Producer in delivering marketing campaigns and related activity across all channels (including social media), to contribute to the development of all FE's service areas.

A major and exciting project you will be a part of is working under the Digital Product Designer and with an external agency to create a new website so, ideally you'll be a pro at content management and creation.



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Some of the recent projects delivered by FE cover domains such as climate services, social activism, data science, quantum theory, and new media art. They require communication to a broad and international audience consisting of artists and designers, scientists and academics, city officials, large corporations, small businesses, and community groups. You will not necessarily require specialist expertise in these fields, but need to have the capability, interpersonal skills and confidence to engage with specialists in these and other areas, and to quickly absorb and assimilate key principles and ideas and communicate with suitable detail and precision.

You could come from an arts/cultural, business, academic or journalistic background, but it's key that you feel confident communicating in a voice that engages and informs audiences across multiple sectors. You should be able to creatively adapt content to suit all audiences and which raises the profile of FutureEverything.

Main Purpose

To deliver the company's communications and manage the website

Primary Responsibilities

- To work with the Senior Creative Producer and the rest of the team to deliver an annual company-wide communications plan
- To work with the Digital Product Designer to assist in all aspects of the project to develop the new FutureEverything website
- To produce engaging, relevant written content to share internally and externally
- To work with other team members on the production of FE marketing collateral including presentation material, news articles, blog posts and brochures.
- To deliver the content schedule for company social media channels (twitter, facebook, medium, instagram and vimeo) growing our audience and maximising overall reach and engagement.
- To assist other team members to create project briefs and manage delivery for specific areas such as filming of projects or PR campaigns around key programmes
- To produce public newsletters to drive sales and engagement in large scale activity (such as Future Sessions events), as well as update subscribers on ongoing activity
- To produce messaging to key stakeholders, working with the Senior Creative Producer to disseminate key activity to these networks, and maintain reciprocal communications activity
- To deliver 'hands on' marketing activity across FutureEverything events such as Future Sessions
- To assist the Senior Creative Producer in other related activity that is relevant to successful communications



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Ideal candidate profile

- At least 2 years experience (paid or unpaid) in working in a journalistic, PR or communications role in the arts, design, or technology sectors
- Experience in delivering high quality copy, ideally in the arts, design, technology or public sectors
- Experience in extracting engaging stories out of projects, events and organisational activity
- Ability to work strategically as well as being 'hands-on'
- PR skills, both proactive and reactive
- Experience of using Wordpress and Photoshop
- Ability to retain the 'big picture' whilst also applying attention to detail
- Ability to delegate appropriately, meet deadlines and manage multiple priorities
- Ability to bring an imaginative and entrepreneurial approach to communications
- Demonstrably strong interpersonal, communication and writing skills
- A demonstrable interest in the digital arts / new media

Company Overview & Position

FutureEverything has experienced a year of exciting growth and development. In mid May 2018 we relocate our office to Tech Hub - a newly refurbished state-of-the art co-working space on Oxford Rd. We will be at the very heart of Manchester's digital ecosystem. The two new roles will help deliver communications, finance and administration for several ambitious projects over the coming years.

The FutureEverything mission is to bring positive societal change through art, design and technology. We empower citizens by increasing access to and participation in digital arts and culture. Our vision is to become a UK leader in citizen led participatory design and the creation and production of groundbreaking digital art. We are cultural facilitators at the intersection of art, design, science and digital. This cultural facilitation takes many different forms; art commissions, new media festivals, participatory design and social innovation at a range of scales. It pushes creative boundaries and stimulates new ways of thinking, working across a diverse range of sectors, disciplines and audiences. It is characterised by thought leadership, innovation, creativity and desire to make an impact on the world.

Digital transformation and emerging technology are core to this mission. For 23 years, FE has pushed the boundaries of new media art, engaging the wider arts community, the technology sector, city makers, policy-makers, businesses and academics around digital creativity and social change. The outcomes are exemplars for the way data and digital tools can be shaped, customised and adapted to enable artistic expression and audience development.

FutureEverything is a non-for-profit Community Interest Company and delivers an environment for talented professionals to grow and thrive. It is governed by a high profile and committed Board, led by Chair, Professor Vikas Shah MBE. It is highly active in European and International cultural and innovation networks. Funding partners include InnovateUK, European Commission Horizon 2020, Manchester



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Science Parks, Manchester City Council and it is a National Portfolio Organisation of Arts Council
England.