

The Role

Communications and Campaigns Lead

Scottish Contemporary Art Network

Reports to: The Director

Salary: £28,000 p.a. pro rata (4 days a week)

Location: The SCAN office is in the Briggait in Glasgow. Our team are part time. SCAN supports flexible and hybrid working. Working pattern and location for this role to be agreed with the SCAN Director.

This role will be offered initially as a fixed-term post until March 31, 2023 due to current funding arrangements.

Who We Are

Scottish Contemporary Art Network (SCAN) connects and champions Scotland's contemporary art community. Our 300 named organisational and individual members work at the heart of communities from Shetland to the Scottish Borders and from East Lothian to the Western Isles. They include Scotland's leading galleries, artists' studios, workshops and production facilities and a highly skilled workforce of artists, art workers and creative thinkers. They sustain a network of free at the point of access galleries, community organisations and venues together with the workspaces, expertise and production facilities that support artists to pursue their livelihoods.

Our Vision

Contemporary art has the power to transform lives and open minds, and we need it now more than ever. Scottish Contemporary Art Network is a member led network committed to championing and supporting the contemporary art sector in Scotland. Our vision is that the role, impact and benefits of contemporary visual arts are widely recognised as central to society and that sector professionals based in Scotland are informed, innovative and supported to achieve their ambitions.

Our Strategic Aims

- Connect and unite the sector, sharing knowledge and developing shared sector goals and ambitions
- Champion and promote the sector; helping them to better evidence and articulate the artistic, social and economic impact of their activity
- Cultivate and support a diverse, highly innovative workforce and stronger infrastructure

Why this role is important to us:

Our communications, campaigns and digital platforms are vital in delivering SCAN's work in championing contemporary art and sharing the work of our members with a wide range of audiences including our members, the wider public, media and policymakers. As part of our team, this role will assist SCAN in delivering online and offline campaigns to increase engagement, share the achievements and needs of the visual arts community and help bring positive change in the cultural sector through challenging inequalities, supporting Fair Work practice and encouraging environmental sustainability. We want you to help us build reach and engagement, increase our media profile, and to support artists and arts organisations across Scotland as they recover from the impact of the pandemic.

Job Purpose:

To work with our small, dynamic team, our board and membership to develop, oversee and maintain strategic and high impact external communications through digital and social media channels, including ongoing member activity, short-term campaigns and projects.

To act as a champion for contemporary visual art, using your comms, digital, social media and media campaigning skills to help us build awareness of contemporary art's role and public value, driving forward SCAN's strategic aims and ensuring the voice of the contemporary art sector is heard.

To work beside our membership lead to connect our members with audiences through digital activity, social media and website content, that amplifies and contextualises their activities in a national and international context.

To monitor, evaluate and report to SCAN's board, membership and funders on digital analytics and communications activities.

Key Responsibilities:

- Develop and manage our digital communications including electronic bulletins, social media platforms and other digital content.
- Create dynamic content for our digital channels, which drives awareness and engagement, including social media content on our regular platforms, including Instagram, Twitter, Facebook and Vimeo.
- Work with the SCAN team to develop advocacy messaging and media campaigns including our annual ArtUnlocks public affairs campaign.
- Write accurate and engaging copy including content for our website, bulletins and work with SCAN's Director and partners on media relations and strategic communications.
- Work with the staff team and external partners and contractors on creating or commissioning content where appropriate including digital content, design and branding, reports, publications and video content.
- Work with SCAN's Membership Lead on developing our website and content strategy
- Oversee SCAN's brand, including logo usage

Essential Skills

- An absolute commitment to fairness, challenging inequalities and breaking down barriers
- Proven experience of managing and evaluating social media channels, and keen interest in the latest social media trends, digital accessibility and developments.
- Strong digital communications skills
- Excellent project and time management skills
- Fast, accurate and engaging copywriting skills
- IT literate with knowledge of MS office applications and graphics packages such as Canva, InDesign and Photoshop
- Professional experience working in the cultural or charitable sectors
- Experience commissioning content and working with external partners and freelancers
- Experience in preparing media releases and working with PR and media professionals

Desirable

- Interest in and commitment to contemporary art
- Experience of advocacy, public affairs or press office roles
- Experience of working with multiple stakeholders
- Experience in a small or medium sized organisation