



ART NIGHT

JOB OPPORTUNITY

Communications Manager, ART NIGHT 2017

Art Night is a free contemporary arts festival that transforms London for one summer night. Each year, a leading cultural institution and curator are invited to work in a different area of London, exploring its history, culture and architecture.

Art Night was inspired by the international Nuit Blanche movement, first initiated in Paris in 2002. From Riga to Toronto, via Melbourne and Tokyo, this free-to-attend nocturnal celebration of arts and the city was staged in more than 30 cities worldwide and keeps expanding around the globe. The first edition of the festival took place on 2 July 2016, produced by Unlimited and curated by Kathy Noble with the Institute of Contemporary Arts (ICA).

We're looking for a communications professional to join Art Night's young and international team and lead on PR, marketing and digital communications.

Contract type: Freelance

Timeframe: February-July 2017

Commitment: At least 3-4 days per week or full time

Location: We are based at iconic creative workspace Second Home, 68-80 Hanbury Street, E1 5JL London.

Reports to: Managing Director, Unlimited Productions

Fee: Depending on time commitment and experience

Key Tasks & Responsibilities:

// **Liase with PR agency:** coordinate press releases, ensure the agency is delivering within deadlines, liaise with the curatorial team for planning artists' interviews and articles, support the organisation of 2 press events (press launch and press preview, in collaboration with the production coordinator).

// **Liase with media partners** in collaboration with the development team - events, in-kind advertising, social media, logos and sign off.

// **Lead the digital communications strategy:** plan communications strategy for digital channels, plan social media posting weekly and newsletter sending, reporting to the managing director and head of branding. Input on the paid social media campaign and online advertising and plan the campaign.

// **Input on the visual campaign** for social media in collaboration with Art Night's graphic design agency.

// **Liase with sponsors and partners** regarding logo sign off on all marketing materials.

Must haves:

- PR experience, experience working directly with PR professionals, press contacts
- Strong experience of social media for marketing purposes: strategy, copywriting, posting on multiple channels, selecting visual assets, planning paid advertising
- Knowledge of arts and culture, similar experience working on communications for cultural organisations
- Prepared for a fluid role where hands on work outside the immediate scope of the role will be required.
- Ability to work with a wide range of stakeholders and professionals from different sectors, and be mindful of each of their sensibilities.
- Independent and prepared to work in a demanding start-up environment with changing schedules, high number of stakeholders involved and regular urgent matters.
- Excellent written and oral skills, good presentation and public facing

Desirables

- Knowledge of the graphic design process and use of InDesign / Photoshop a plus

Please email philippine@unlimited-productions.co.uk with your CV and Cover Letter (500 words max.), before the **16th of December 2016**