



Marketing & Communications Assistant

A new permanent, part time position at Forgan Arts Centre in North-East Fife.

This role is suitable for someone with a strong interest in digital communications (for example, social media, websites, etc.), storytelling, and connecting with people. The candidate will be a part of a small, committed, and supportive team.

- Job title:** Marketing & Communications Assistant
- Status:** This is an employed position. Self employed status may be considered.
- Salary:** £21,000 pro rata 0.4FTE which is £8,400 per year.
- Hours:** 0.4FTE is 2 full days, 9am-5pm, or 16 hours per week. This role will include occasional evening/weekend working.
- Period:** This is a permanent position.
- Location:** Forgan Arts Centre which is in Newport-on-Tay, North-East Fife.
- Flexibility:** We support flexible working that fits with other personal and professional commitments.

About Forgan Arts Centre

Forgan Arts Centre is a home for artistic production, experimentation, and learning in North East Fife.

Originally established by members of the local community in 1974, for five decades we have been delivering creative learning in art and craft. In 2022, we moved premises to The Leng Home estate. Since then, we have presented a new programme of socially engaged projects, artist commissions, residencies, community activities and events with an expanding network of artists and partners, alongside our art and craft classes. We are specialists in ceramics, glass, painting, and textiles, as well as the foundational practice of observational drawing. Our new context means we are custodians of almost three acres of land and gardens. Drawing on the deep connections we have with our local community and our commitment to protecting the natural environment, we are cultivating a site that has people and the planet at its heart.

We purchased The Leng Home estate via Community Asset Transfer thanks to the enthusiastic support of local people. The estate is the historic home of the Leng family, progressive philanthropists, and advocates of accessible educational reform through art and creativity. We are regenerating the estate and developing our programme in relation to this context. The Leng Family's mantra was 'to learn by doing' and we proudly continue this tradition.



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Description of Role & Duties

This is an exciting time to join Forgan Arts Centre. We have much to share with our community, from major capital development plans for the estate, to innovative socially engaged projects, and a busy programme of art and craft classes and workshops. The Marketing & Communications Assistant role is key to sharing this growing programme of activity.

The Marketing & Communications Assistant will be supported by the Centre Coordinator and Director. They will be offered training to further develop their skills, as well as broader training in Health & Safety, First Aid, accessibility, and environmental sustainability.

This is a completely new position therefore we anticipate a longer induction period to allow the new team member to settle in.

Duties include:

- Creating accessible copy to describe activities or events.
- Adding events, classes, and workshops to the website and our booking system.
- Maintaining the website, adding information to project pages, and requesting news items from colleagues.
- Maintain the archive of images and films, using them to advertise activities, ensuring they are properly credited.
- Creating social media content about the centre's activities, facilities, projects, and artists for Instagram and Facebook.
- Coordinating a schedule for regular communications, keeping colleagues informed of plans and deadlines.
- Creating accessible and engaging newsletters for our subscribers.
- Maintaining the platforms we use for communications, such as Mailchimp.
- Liaising with artists and designers to create print media.
- Liaising with distributors in where and how print media is shared.
- Contribute to a new communications strategy.

Depending on the candidates interests and experience, they may also contribute to PR activity.

We are a small team; therefore, all staff are expected to contribute to the smooth running of the centre. This could include moving furniture for an upcoming event, feeding the worms in the wormery, managing general enquiries, or calling a plumber. Time committed to this is in proportion to contracted hours.



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Key experience, interests, and skills:

- A keen interest in accessible written communication.
- An ability to work to agreed targets and deadlines.
- Strong IT skills and digital literacy. Training can be offered in the specific platforms we use.
- Experience using social media platforms.
- Knowledge and interest in how to use social media for effective storytelling or advertising.
- Ability to prioritise multiple deadlines or tasks.
- Excellent written and verbal communication skills.
- A proactive and open approach to work.
- Experience of working collaboratively with a team.
- Experience and the confidence to work independently.
- An ability to be adaptable and flexible to the broader needs of the centre, our community, and colleagues.

If you are thinking of applying, but don't have all the key experience and skills listed above, don't let that put you off. We can provide support and training in areas of the role where you think you need some help.

Suitable Candidate

This role is suitable for someone interested in and excited by communications, digital, and marketing. An interest in art, culture, craft, and the natural environment would be beneficial as most communications will involve these subjects.

Forgan Arts Centre's new context at The Leng Home estate brings many new opportunities and challenges. We are changing and adapting as the programme grows. The Marketing & Communications Assistant would, like all team members and our community, participate in the shaping of Forgan Arts Centre and its future.

If you're interested in this role and would like more information, or would like to apply but feel there are barriers limiting your ability to do so, please get in touch with Jennifer White, Director, director@forganartscentre.co.uk. Conversations and questions about your application will not impact how it is assessed and will be confidential.



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Application Process

Please apply using the downloadable application form. Email your application form and copy of your CV to Jennifer White, Director, director@forganartscentre.co.uk.

It is not compulsory to complete an Equalities Monitoring Form, but it would help us assess the accessibility of our opportunities.

Advertised:	Monday 11 December 2023
Online Q&A:	Wednesday 17 January 2024, 1pm & 8pm
Deadline:	Sunday 28 January 2024
Assessment:	Monday 29 January–Thursday 1 February 2024
Invitation to interview:	Friday 2 February 2024
Interviews:	Wednesday 7 February, between 10am-8pm

Details for online Q&A

Meeting at 1pm

Zoom meeting link:

<https://us05web.zoom.us/j/6218240598?pwd=N1EyWFpEU3F0cjNZSGg1VXFLYVVyQT09&omn=86137177942>

Meeting ID: 621 824 0598

Passcode: ForganArts

Meeting at 8pm

Zoom meeting link:

<https://us05web.zoom.us/j/6218240598?pwd=N1EyWFpEU3F0cjNZSGg1VXFLYVVyQT09&omn=85245360253>

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