14 February 2018

Dear Applicant,

Thank you for your interest in the post of Press Officer at the Institute of Contemporary Arts.

Included within this application pack are an introduction to the Institute of Contemporary Arts, the purpose of the post, job description and person specification.

To apply please send your completed application form to icajobs@ica.art using the subject line: PRESS OFFICER APPLICATION

Application deadline: midnight 8 March 2018 with interviews to be held immediately after.

My Best,

Stefan Kalmár
Director
Institute of Contemporary Arts

ABOUT THE INSTITUTE OF CONTEMPORARY ARTS

‘From 1946 till today, the ICA has always been an outspoken, radical organization, contextualizing contemporary culture within the socio-political conditions of its times. My job as its director is to reconnect the ICA to this progressive legacy – by leading the conversations that stand to innovate.’

– Stefan Kalmár, Director

The Institute of Contemporary Arts was founded in 1946, by a collective of artists, poets and supporters of the arts, including Roland Penrose, Herbert Read, E.L.T. Mesens and Peter Watson. Our founders conceived the ICA as an Institute not a Museum, as Contemporary not Modern, and for the Arts not just Art, positioning itself at the forefront of experimental and progressive culture.

On 22 July 1947, the ICA’s charitable purposes were set out and registered in the Memorandum of Association of Living Arts Limited as,

‘The objects for which the Company is established are to promote the education of the community by encouraging the understanding, appreciation and development of the arts generally and particularly of contemporary art as expressed in painting, etching, engraving, drawing, poetry, philosophy, literature, drama, music, opera, ballet, sculpture, architecture, designs, photography, films, radio and television of educational and cultural value’.

(Extract)

The leadership at the Institute of Contemporary Arts (Director, Stefan Kalmar, Deputy Director, Katharine Stout, Chief Curator, Richard Birkett and the ICA Council led by Donald Moore) is invested in a radically progressive vision for the ICA – an institute in which different modes of cultural production thrive on mutual engagement with each other and a programme that speaks to the challenges the world is facing today.

For more information please visit www.ica.art.
JOB DESCRIPTION

Job Title: Press Officer

Department: Communications

Reporting to: Chief Curator

Strategic Relationships: Head of Digital Communications, Head of Design, external PR Agents, Senior Management Team, Curatorial Team

Contract: Permanent, Full time (including occasional evening and weekend work as required)

Salary: Competitive salary (please state your salary expectations in your application)

PURPOSE OF THE POST

The Press Officer is an important role within the Communications Team, responsible for developing ongoing press activity to maintain and grow the ICA’s creative profile whilst further building the organisation’s reputation, nationally and internationally. The post-holder will need to understand the aims and ambitions of the organisation to ensure that the ICA’s mission, vision and values are clearly articulated, both internally and externally. They will report to the Chief Curator, and support an external Press Relations agent on major campaigns.

Additionally, the Press Officer will be responsible for administrative functions such as updating listings, reporting on and analysis of press coverage, maintaining press databases, and collating and organising press materials including images.

KEY TASKS AND RESPONSIBILITIES

Strategy

- Develop, initiate and realise imaginative and proactive press campaigns that are appropriate to and supportive of the ICA programme, liaising with appropriate media contacts.
- Support external PR agents on major campaigns, and strategic press work.
- In consultation with the Senior Management Team and Head of Digital Communications, regularly review press strategies to ensure maximum coverage in a variety of media outlets and to exploit new communication networks/technologies as appropriate.
- Work closely with the Head of Digital Communications and external PR agents to ensure that all PR and press activity is coherent in tone, and aligned with relevant audience research and digital activity.
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Key Relationships and Networking

- Develop and build long-term strategic relationships with key members of national/regional arts press, arts writers and important external organisations
- Liaise with relevant staff and external promoters to generate, collate and edit all necessary materials and copy for press releases and other press documents
- Ensure that funders, sponsors and partners are properly accredited

General Responsibilities

- Project manage multiple campaigns concurrently, meeting deadlines effectively.
- Be the ICA’s point of contact for interviews and announcements
- Work alongside and provide support to externally appointed PR agents working on behalf of the ICA to ensure the ICA’s best interests are served
- Take responsibility for generating ICA press releases, liaising with members of the curatorial team to gain draft texts and images, editing for press purposes, and securing sign off from relevant parties
- Take responsibility for administrative functions including listings and reporting on press coverage.
- Manage systems for distribution of press releases and press cuttings
- Initiate, organise and publicise press events and, where relevant, attend press screenings, photocalls, private views, press conferences and appropriate networking events
- Proactively update and maintain the press contacts database and send PR announcements out when timely and relevant
- Undertake other duties which may reasonably be requested by the Senior Management Team

PERSON SPECIFICATION

Essential criteria:

- Experience of working in a contemporary arts environment
- Experience of relevant press and media work or public relations
- A good knowledge of the ICA and understanding of the Programme
- Experience of devising proactive press campaigns and achieving positive press coverage.
- Excellent communication and interpersonal skills with strong verbal/ writing skills and the experience of writing press releases
- A good network, particularly specialist arts media contacts.
- An eye for detail and accuracy, and with demonstrable proof reading skills
- Confident and an excellent communicator, verbally and in writing to a variety of audiences
- Excellent organisational skills with the ability to prioritise and work to deadlines
- Strategic and analytical thinker
- Demonstrates initiative and personal leadership
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- Ability to work as part of a team and independently
- Flexibility regarding availability outside usual office hours

Desirable criteria:

- Specialist or developed knowledge of at least one or more of the visual arts
- Working knowledge of social media platforms and email automation systems

The Institute of Contemporary Arts (ICA) is committed to meeting the aims and commitments set out in its equality policy. This includes following the mandate of the Equality Act 2010, and building an accurate picture of the make-up of the workforce while encouraging equality and diversity.

By filling out the Equal Opportunities Form you will enable us to accurately monitor our reach and to take steps to enhance accessibility. Please note that this form is voluntary, anonymous, will be used for monitoring purposes only.

https://www.surveymonkey.co.uk/r/LC6RXT2