



Live Art
Development
Agency

Communications & PR - Job Opportunity

This information and Job Description are available in large print on request.

Introduction to the Live Art Development Agency

“LADA is an uncompromising, astonishing and vital resource in the field of Live Art in the UK and beyond.” – Tim Etchells, artist and LADA Patron

Established in 1999, the Live Art Development Agency (LADA) is the world’s leading organisation for Live Art, producing specialized projects, opportunities, resources and publications for those who make, watch, research, study, teach, produce, present, write about and archive Live Art. Celebrating its 20th anniversary in 2019, LADA creates the conditions in which diversity, innovation and risk in contemporary culture can thrive.

LADA works strategically, in partnership and in consultation with artists and organisations across the cultural sector, and through its Projects, Opportunities, Resources and Publishing activities creates new artistic frameworks, supports the agency of underrepresented artists, legitimises unclassifiable art forms, and gives visibility to untold histories. LADA’s work sets artists and ideas in motion, serves as a research lab for mass culture, and contributes long-term to the wider culture in ways which can’t be foreseen.

The Live Art Development Agency’s activities include:

- The Study Room, a unique open access research library.
- Unbound, the world’s only dedicated online shop for Live Art books, DVDs and limited editions.
- Pioneering models of artistic and professional development, dialogue and debate; contributes to groundbreaking research, study and teaching, including the MA Live Art with Queen Mary University of London.
- Coordinating Live Art UK, the national network of Live Art promoters.
- Developing ways of increasing access to, and engagement with, Live Art through curatorial projects, programming partnerships and publishing.

All aspects of LADA’s work are informed by issues of difference and diversity, and are grounded in a commitment to creating the conditions in which innovation, experimentation and risk can thrive. LADA particularly supports the most challenging artists, practices and ideas of contemporary culture.

LADA is an independent organization with six core members of staff, and responsible to a Board of Directors. We also have a Patrons list of inspirational artists who champion our work. LADA is funded as a National Portfolio Organisation by Arts Council England.

Since October 2017, LADA has been based at The Garrett Centre, Bethnal Green, London. The Garrett Centre is LADA’s largest venue to date offering more space for expanded programmes and activities, and marks the beginning of a new chapter in LADA’s history.



Live Art
Development
Agency

This is a significant opportunity for a self-motivated individual to join LADA at this important moment in its development, and support LADA to best meet the opportunities and challenges it faces and contribute to shaping its future.

For further information about the Live Art Development Agency visit www.thisisLiveArt.co.uk. Also visit www.thisisUnbound.co.uk to find out about Unbound, LADA's online store.



Live Art
Development
Agency

Job Description

Job title: Communications & PR

Reporting to LADA's Director, including an initial review after three months.

4 working days per week: Tuesday to Friday

The Communications & PR postholder will work as part of LADA's team to significantly enhance and develop the public profile, awareness and understanding of LADA's programmes.

This is an exciting opportunity for a self-motivated individual with excellent communication skills, coupled with experience of current PR, social media and communications strategies, and a commitment to developing new audiences, to join LADA and contribute to its future. We are particularly interested in applicants with a knowledge of innovative and experimental contemporary culture, who can inventively fill and develop this role and contribute to the implementation of LADA's Marketing Strategy.

Responsibilities:

Communications

Developing and enhancing LADA's communications resources, processes, systems and planning to ensure effective and timely communication on our platforms and activities:

- Website/s updates, email newsletters, blog posts and social media: planning, proposing and co-creating content, content development and coordination.
- Website/s development (in collaboration with, and supported by, other staff). This includes websites for LADA, Unbound, Live Art UK and various project websites.
- Creating and maintaining communication opportunities, which support and contribute to LADA's advocacy role for itself, for Live Art, the national Live Art UK network and the broader Live Art sector. This work will be informed by online data analysis, including Mailchimp, Google, social media, data protection laws, Audience Finder, and Wufoo; and surveying audiences/participants in LADA's programmes.
- Systems: including maintaining and enhancing contacts databases, and arrangements with service providers, including Mailchimp, Hootsuite, Zapier etc.
- Audiences: working to develop LADA's different audiences; procedures for gathering audience feedback and assessment; participation in Audience Finder and related activities.
- Evaluation and assessment: using analytical tools for measuring online engagement; written and verbal marketing reports and recommendations to LADA's staff and Board of Directors.

PR

- Proposing and devising media campaigns around key LADA, Unbound and Live Art UK projects and initiatives.
- Cultivating relationships with traditional and mainstream press and media outlets & writers, freelance writers and new online platforms.
- Securing public profiling, coverage and reviews of significant LADA publications and initiatives in the UK and international press, magazine and other outlets.
- Establishing and nurturing relations with local media outlets and other opportunities with Bethnal Green/Tower Hamlets/East London.



**Live Art
Development
Agency**

Donations

- Developing some of LADA's donation requests, including communications with a range of actual and prospective funders or other supporters.
- Managing communications with and contributing to the effective stewardship of individual donors.
- Maintaining and updating internal records of donations received.

Finance

- Managing and coordinating the communications/PR budget, including timely updates and questions for other staff.
- Managing invoicing, payment, and petty cash needs and transactions for communications/PR activities.
- Liaising with third parties involved in financial transactions related to the communications/PR budget as necessary.

General

Along with other staff, the postholder will contribute to the efficient running and maintenance of LADA's office and events. The tasks and responsibilities noted below will be shared with other staff:

- respond to telephone calls, mail and emails, and report on them as necessary.
- manage their filing and undertake general correspondence.
- organise and where appropriate minute meetings.
- work with and contribute to LADA's internal procedures, including office calendar and Administration Manual.
- Support the facilitation and hosting of public events at The Garrett Centre and elsewhere.

This list of responsibilities is not exhaustive and the postholder will also be expected to carry out any other duties as reasonably requested. This role will be overseen by LADA's Director and its Fundraising and Marketing Committee, which is responsible for assisting staff and engaging Board members in developing LADA's Fundraising & Marketing Strategies, planning and activities. Some of the duties above will be supported by other staff, with intern/placement support anticipated for some regular/routine communications/PR work.

Person specification

1. Essential Skills, Knowledge and Experience:

- Experience of communications, public relations and audience development;
- Excellent communication skills in writing, including strong grammar and copy editing skills;
- Content creator and editor for print and digital, with visual/graphic design sensibility;
- Knowledge and experience of WordPress web-based content management system, and of Desktop Publishing Programmes including Adobe Creative Cloud, particularly Photoshop, Illustrator, and/or InDesign;
- Knowledge and experience of online audience engagement analysis tools (eg Google Analytics);
- Knowledge and experience of working with email marketing tools (such as Mailchimp) and social media platforms;



**Live Art
Development
Agency**

- Good computer/IT skills, including Apple computers and Macintosh operating systems; Word, Excel, Mail and database programmes.

Leadership and management:

- Ability to represent LADA to artists, organisations and the general public;
- Excellent time management and organisational skills;

Other:

- Understanding of, and commitment to, equal opportunities and LADA's values: <http://www.thisisliveart.co.uk/about/how-we-work/>;
- Well organised and possessing strong administration skills, with a close eye for detail;
- Self-motivated, able to work as part of a small team and understand the broader context and needs of their work.

2. Desirable

- Experience of managing specific campaign budgets and can demonstrate a reasonable understanding of financial processes for a small organisation;
- Experience of evaluating and writing communications strategies;
- Interest in the Live Art sector and/or innovative and experimental contemporary culture and the infrastructures that supports it.

Terms of the appointment

The postholder will be appointed on a part-time basis, and will be expected to work 28 hours per week.

The postholder's work schedule will be Tuesday-Friday, 10am-6pm.

The postholder will be entitled to four weeks pro rata paid leave each year, plus pro rata statutory bank holidays. LADA does not pay overtime, however, it offers time off in lieu (TOIL) in acknowledgment of additional hours worked. In addition, LADA has a two-week shut-down over the Christmas and New Year period.

The post is offered at a salary of £22,000 per annum. (Full-time salary equivalent: £27,500.)

There will be a three month probation period.

LADA offers a pension scheme whereby it will match pension contributions up to the current Government minimum % of Gross salary.



Live Art
Development
Agency

To apply:

Your application should be submitted via this link - <https://tinyurl.com/yxagec4d> Deadline by 12 noon (GMT) Monday 21 October 2019.

The application information required includes:

- Name
- Contact details: postal, telephone, and email
- The names of two referees. Referees will be contacted, but only after interview and at which point we will request their contact details.
- Monitoring questions, providing your answers to the questions listed below
- Access requirements

You should also include two attachments:

- A personal statement of no more than one A4 page, including:
- Why you are interested in, and feel that you are suitable for, the post and how you match the person specifications noted above, using examples of your past experience.

and

- Your current CV/resume of no more than two A4 pages.

Interviews will be held on **31st October** (date subject to availability of selected applicants). Second interviews, if needed, will be held on **7th November**.

Appointment will ideally commence in January 2020, or earlier if available.

Equal Opportunities

LADA is committed to responding to the complex needs of a diverse society and aims to enhance the involvement of artists, arts professionals and the public when considering age, gender, race, disability, sexual orientation and other 'protected characteristics' and marginalised identity subject positions that the government or Arts Council England does not outline such as class and educational backgrounds. LADA is an inclusive employer and actively seeks to reject and redress imbalances of power, representation and resource distribution in its work. We welcome applications from all backgrounds, and we especially encourage and support BAME and Disabled/Deaf candidates as these are underrepresented in our organisation. We will support any access requirements during the recruitment process and ask all candidates to include access requirements in their required application information.

Monitoring

In order to help us monitor this commitment to creating equal opportunities, please complete the following questions on the online application form. You must return this information as part of your application, which will not be eligible without it – if you wish, you can cross "I'd prefer not to say" on every question.

The questionnaire asks for statistical information only. We will not use the information you provide here in making our decision, and your information will remain confidential.



Live Art
Development
Agency

Cultural diversity: Please state what you consider to be or how you chose to define your ethnic origin (for example, Asian, British Asian, White European, Black Caribbean, British Chinese, etc)

– Please cross if you would prefer not to say

Disability: The Disability Discrimination Act defines disability as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities.

Do you consider yourself to be a disabled person?

– Please cross if you would prefer not to say

Age: To which age group do you belong?

Below 20
40 – 49

20 – 29
50 – 59

30 – 39
Above 60

– Please cross if you would prefer not to say

Gender: How do you describe your gender?

– Please cross if you would prefer not to say

Visibility: How did you hear about this job opportunity with the Live Art Development Agency?

– Please cross if you would prefer not to say