



**Organisation:** International Curators Forum (London, UK)

**Role:** Digital Strategist and Curator

**Details of Role:**

Part-time, two days per week (10:00 – 18:00)

One year contract, beginning in October 2021

Fee: £20,000

**Reports to:** Head of Programmes and Artistic Director

**Place of Work:** Agile Working Policy supports remote working and an option to hot desk at UAL University of the Arts London Chelsea College and High Holborn. Due to Covid-19 staff continue to work from home when not in the office. We will discuss arrangements in more detail with the successful candidate. The appointment is subject to a satisfactory DBS check and previous employment references

**Application Deadline:** Noon on Friday 17 September 2021

**Send to:** [info@internationalcuratorsforum.org](mailto:info@internationalcuratorsforum.org)

**Job Description:**

International Curators Forum (ICF) is looking for a skilled and results-driven Digital Strategist and Curator to help us develop and execute a digital strategy for our 2022-3 programme, for which we are making a major shift towards dual digital and in-person presentations.

The digital strategy will formalise our digital objectives, approaches to social media and entail a digital communications plan to market our current and upcoming projects to wider audiences in dialogue with a new print and press marketing and communications plan we will be developing for the organisation.

The Digital Strategist will be tasked with analysing and reporting on user experience data in order to ensure that we are being responsive to the needs and interests of the communities we serve and can use data to enhance our programming moving forward.



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Ideal candidates for this position will be innovative, web and multimedia savvy, have a firm grasp of various digital touch points available to users and able to steer our organisation's digital narrative. They will also be interested in working with digital archives and curating digital programming that engages and supports emerging creative practitioners, appeals to international and intergenerational audiences and responses to social and political urgencies.

### **Key Tasks and Responsibilities:**

- Develop and implement 2022-3 digital strategy to grow ICF's audiences and raise the external reputation of the organisation
- To curate and deliver a digital programme that responds to ICF's intentions, engages new digital audiences, and is appropriate to resources available in consultation with ICF staff
- Track, analyse and report on audience engagement and digital campaigns
- Identifying appropriate presentation formats and digital platforms for programme activity. This includes ways in which to monetise the programme through ticket sales or increased donations
- Collaborate on the curation of the ICF archive on our website and other digital programming
- Map out how existing digital assets in our archive will be optimised to draw audiences to our website
- Collaborate on marketing and communications strategy utilising online communications
- Monitoring ICF's social media and online presence
- Proactively developing and maintaining the web-side of the community
- Producing (under guidance) a regular lively bulletin of news and views.

### **General:**

- Be inclusive and anti-racist, and operate in accordance with the ICF's access and diversity, safeguarding, employment, health and safety, equal opportunities and other practices, policies and procedures
- Take responsibility for own administration, devise and implement appropriate processes and procedures to achieve agreed objectives
- Attend staff meetings, report on relevant areas of work and disseminate information as required
- Maintain a commitment to training and professional development
- Be an advocate and effective representative of ICF at private views, previews, other evening and weekend events as appropriate and at external professional events
- Have the ability to work evenings and weekends;
- And undertake other duties as may be reasonably require

### **Person Specification/Required:**

- Degree in Advertising, Marketing, Communication Science or equivalent experience working with visual arts organisations
- 2 – 3 year experience in leading and running a digital programme or digital platform within an arts organisation



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- Excellent written and verbal communication skills
- Firm grasp of emerging digital tools
- Excellent interpersonal skills
- Insightful and perceptive
- Understanding of web analytics
- Possess broad knowledge of best digital practices and accessibility
- A commitment to working with people from culturally diverse backgrounds and interest in the subjects of transnationalism, diaspora, migration, and political and social urgencies

### **How To Apply:**

Please send the following to [info@internationalcuratorsforum.org](mailto:info@internationalcuratorsforum.org):

- Curriculum Vitae (no more than two sides of A4)
- Cover letter or supporting statement (no more than two sides of A4)
- 2 References
- Deadline for applications is Friday 17 September 2021 at 12 noon

### **Shortlisting/Interviewing:**

- The shortlisting process will take place during the week commencing 20<sup>th</sup> September 2021
- Shortlisted candidates will be contacted by phone or email and invited to attend an interview with a panel featuring ICF staff and board members
- Interviews will be held via Zoom during the week commencing 27 September 2021
- We guarantee to interview all applicants with a disability who meet the essential criteria listed in the person specification and to appoint on the basis of objective criteria.

Unfortunately we are unable to write back to all applicants at the shortlisting stage, or to give specific feedback on why you have not been shortlisted. If you do not hear from us by **24 September 2021**, please assume that you have not been shortlisted in this instance.

### **Equal Opportunities:**

We are committed to inclusion and equal opportunities in the workplace and we actively encourage applicants from all backgrounds, of different ages, genders, social and economic backgrounds, ethnicities, religions and sexual orientations, and from people with and without disabilities. You can confidentially contact us should you have any access requirements or need any reasonable adjustments to be made in order to apply or attend an interview (interviews will be held online).

Any details included in your application that may indicate a protected characteristic, including but not limited to your name, age, dates that you attended school and/or university, will be redacted from your application



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before it goes to the people who will assess your application, in an attempt to remove any unconscious bias when selecting the shortlist.

### **About the ICF and our Approach:**

[www.internationalcuratorsforum.org](http://www.internationalcuratorsforum.org)

Founded in 2007 by artists and curators, ICF is a registered charity (1189228) and an Arts Council England (ACE) National Portfolio Organisation (NPO), led by highly acclaimed and experienced core staff who inspire and support the creative practitioners engaged in our network. We are a unique agency for cultural transformation in the arts focused on the social impact of the visual arts by creating novel avenues to empower diverse communities.

We aim to address the disadvantages and barriers facing contemporary early-to-mid-career creative practitioners from underrepresented backgrounds. We use the term 'underrepresented' to speak about practitioners whose access to resources, funding and opportunities are negatively impacted due to the persistence of barriers that disadvantage them. This includes people of colour, those who identify as LGBTQ+, disabled, neurodiverse, migrants and those in exile, who despite being a significant proportion of the population, remain disproportionately underrepresented in the arts.

We aim to move and inspire the public and creative industries to pursue social change, tackle injustice and imagine different, better futures. We provide the tools and platforms for professional development and public visibility of creative practitioners, commissioning new works and programmes and facilitating an open peer-to-peer network inviting participants to be part of a generative system of skills and knowledge transfer.

### **Our Track Record:**

Our wide range of exhibitions and events, such as the nationally and internationally acclaimed 2016-18 innovative programmes Diaspora Pavilion and Beyond the Frame, address diasporic culture. Everything we do is delivered through partnerships with creative practitioners and a wide range of organisations including galleries, museums, universities, colleges, funders etc. Our approach to partnerships is strategic, ensuring that the diversity of artists and curators are represented, and that the UK continues to play a major role in defining the cultural agendas of the marketplace in curatorial and artistic ideas. To date, through these partnerships we have:

ICF has produced and in partnership co-produced 90+ conferences, symposiums, workshops etc, reaching 3000+ participants, live audiences of 150,000+ and website/broadcast audiences of 1.5+ million.



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Established 80+ major partnerships with institutions across the UK, providing 500+ bursaries for UK artists, curators and critics to attend national and international events to connect and work with these institutions and visual arts organisations of various scales.

Our partnerships bring resources to the UK arts and provide cultural space in which the value of diasporic cultures and curatorial ideas can be rigorously explored with diverse audiences, including those just starting their careers who need a forum to test the boundaries of discourses and bodies of knowledge.



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**phf** Paul Hamlyn  
Foundation

