



Organisation: International Curators Forum (London, UK)
Role: Marketing & Communications Specialist

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

Job Description:

International Curators Forum (ICF) is looking to hire a freelance Marketing and Communications Specialist with both PR and press experience to oversee ICF's communications and the marketing and promotion of our programme.

The ideal candidate will possess exceptional communication and writing skills, experience working in the visual arts, and an acute understanding of brand management and implementation of ICF's vision for the future.

The candidate will be an independent practitioner who can work well in a multidisciplinary team, and who has developed their own contact list of journalists, influencers, and other members of the media. They will have the ability and aptitude to handle a cross-section of media queries and be able to handle any media-related crisis in a calm and timely manner.



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Key Tasks and Responsibilities:

- Defining ICF's public relations goals by developing and implementing strategies to maintain ICF's public image/brand identity
- Setting and meeting audience growth and press engagement targets in dialogue with our Digital Strategist
- Writing and distributing press releases, newsletters and other communications
- Cultivating strong relationships with media outlets and journalists to ensure efficient communication and responsive coverage.
- Schedule press, interviews and other media opportunities
- Monitoring and reporting

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
- Undertake other duties as may be reasonably require

Person Specification/Required:

- A degree in Public Relations, Journalism, Marketing, or a relevant experience in the field
- A minimum of 5 years working experience in arts marketing, public relations, communications
- A portfolio of successful client work
- Excellent knowledge of public relations best practices, brand management, accessibility and media strategies
- Exceptional communication and writing skills
- The ability to work and collaborate with other creative practitioners
- Knowledge of the arts media landscape and existing relationships with members of the media
- Solid organisational skills and the ability to work well in a fast-paced, collaborative environment

How To Apply:

Please send the following to 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, 12 noon

Shortlisting/Interviewing:

- The shortlisting process will take place during the week commencing 20th 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 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

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



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arts by creating novel avenues to empower diverse communities. 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.

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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