

DULWICH
PICTURE
GALLERY

WORK WITH US

Head of Communications
12 month FTC
Job information pack

Lead our communications team through a year of exciting change, including a major capital project, brand refresh, and new website. Develop and champion the Gallery's brand while overseeing marketing, press, and digital communications.

OUTLINE

Job Title:	Head of Communications
Working hours:	Full-time; 37.5 hours per week* (we are also open to candidates who wish to work part time)
Term:	12 months, maternity cover
Salary range:	(Band E) £48,000-£52,000 dependent on experience
Department:	Communications
Reports to:	Deputy Director
Direct reports:	PR and Marketing Manager, Digital Marketing Manager
Application deadline:	Monday 8 April 2024

ABOUT THE GALLERY

Dulwich Picture Gallery is an internationally renowned art gallery and registered charity which has made great art accessible for the public ever since it opened its doors and set the blueprint for museums in 1817. With an iconic collection of European masterpieces and a dynamic programme of exhibitions, events, and community initiatives, we are passionate about engaging audiences and bringing art to life within our vibrant and creative spaces.

THE ROLE

The Head of Communications will lead and give strategic direction to the Communications Department, taking ultimate responsibility for all marketing and media relations activities within the Gallery. The post will ensure effective and timely communication of the Gallery's full programme implementing targeted campaigns to engage audiences and drive attendance.

This is a hugely exciting opportunity for a communications expert as you will also oversee a brand refresh and new website as well as strategic comms for the transformational capital project Open Art. You will be supported by a team of four, supplemented by specialist design, digital and editorial agencies and contractors.

ABOUT YOU

You will have a strong track record in communications and marketing, with experience in brand and digital transformation, campaigns and audience expansion. A passion for the arts is essential. You will be highly creative and collaborative, and an effective leader, with the ability to oversee multiple projects and channels.

KEY RESPONSIBILITIES

Leadership

- Develop an ongoing communications strategy which supports the Gallery's mission, aims and objectives and delivers on the Gallery's audience development and visitor targets
- Lead a team of four communications professionals
- Develop and maintain internal and external partnerships to maximise the reach and impact of the Gallery's communications activities
- Maintain effective team working across the Communications team and a sense of shared purpose with the wider teams and colleagues across the Gallery
- Liaise closely with the Gallery's Senior Leadership Team (SLT)
- Manage the communications budget, including budgets for specific campaigns. Ensure projects and campaigns are delivered to time and budget
- Play an active role on the Gallery's programming group, and support in forecasting visitor and future audience targets
- Undertake staff reviews and manage staff performance

Strategic Communications

- Oversee communications strategy, plans and campaigns, using press, web, social media, digital content, email, advertising and marketing to ensure the Gallery's programmes reach the widest possible audience and that priority audiences are targeted effectively
- With support from the PR Manager, and editor, ensure the smooth running of the Gallery's seasonal members' magazine In View
- Develop new press and marketing strategies and identify opportunities to grow income
- Oversee the content, design and implementation of internal and external signage for the Gallery.
- Contribute knowledge and research to inform strategic decisions for the organisation.

Brand Development and Management

- Lead and manage a brand refresh exercise for the Gallery, reflecting the organisation's mission, vision and shared idea and involving all key stakeholders
- Lead the communications strategy for Open Art – the Gallery's transformational capital project
- Work closely with the Head of Development to lead a public appeal for Open Art
- Working closely with the Digital Marketing Manager and selected agency, oversee the development of a new website
- Once in place, manage and champion the Gallery's brand
- Ensure the Gallery's brand is reflected in all aspects of communication

CRM, Digital and Audience Research

- Oversee the Gallery's Relationship Management strategy, with a large focus on the forthcoming upgrade to Tessitura V16
- Ensure continued investment of time and money in the development of Tessitura
- Ensure the continued running of user and visitor research is in place including digital, using the Audience Agency and Tessitura Analytics.
- Support the Digital Marketing Manager on the development and launch of a new website.
- Oversee the Gallery's digital work, driving innovation and ensuring effective allocation of budget and resources.



PERSON SPECIFICATION

Essential

- Significant experience in a senior marketing, communications or PR role
- Leadership and management skills and experience, and experience in leading and motivating a team
- Demonstrable understanding of the press and media landscape for the cultural sector
- Management of successful rebranding projects
- Strong interest and empathy with the activities and mission of Dulwich Picture Gallery
- Excellent communication skills; tact, confidence, and maturity to liaise with a wide range of people.
- A comprehensive understanding of strategic marketing and, and an ability to juggle short-term operational pressures with long-term organisational priorities.
- A high level of digital understanding
- A sound understanding of the strategic use of CRM and ticketing systems to build engagement and revenue
- Outstanding written, visual and oral communication skills for a range of audiences.
- Project and budget management

Desirable

- Experience working with Tessitura
- Authoritative knowledge and experience of the full marketing mix in the arts or culture sectors
- Experience briefing and managing external agencies/working with consultants



ADDITIONAL INFO AND HOW TO APPLY

Annual Leave: 25 days' holiday per year, statutory Bank Holidays. The Gallery also offers all staff two discretionary bonus days as well as their birthday as annual leave.

Salary:
£48,000-£52,000 dependent on experience

Benefits

- While this role is predominantly office based, hybrid working can be requested
- Discount in the Gallery shop and café
- Interest free season ticket loan and cycle to work scheme
- Part of the reciprocal arrangement with free entry to many museums and galleries across London
- The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008

How to apply:

Please send your CV and a covering letter outlining your suitability and why you are interested in the role to recruitment: recruitment@dulwichpicturegallery.org.uk
Please also complete the Gallery's Equality, Diversity and Inclusion monitoring form.

The deadline for applications is Monday 8 April 2024. Interviews are expected to take place the week after.

We welcome any questions regarding the role. Please email as above. We are happy to support with additional resources and adjustments to make applying for this role easier. In your application please let us know how we can support you; this will not influence your application.

We recognise our responsibility to provide meaningful and relevant experiences for everyone. We welcome applications from people from all sections of the community and would like to encourage applicants from the Global Majority as they are currently under-represented in our organisation



BRAND AND CULTURE

Our vision

A world where closer connection with art enhances life

Our mission

Unlock art for all, to spark ideas and imagination

Our Shared Idea

Bringing art to life and life to art

Our Values

Show you care

We care for our collection, our site, our audiences, communities and each other

Dare to try

We are ambitious and inventive, and unafraid to try new things; valuing creativity and considered experimentation

Bring others with you

We are open and communicative, creating and sharing opportunities through positive partnerships