

AUT GRAPH

**Marketing and Audience
Development Assistant
Job Pack**

Hello!

Thank you for your interest in joining the team at Autograph. In this job pack, you'll find information about: who we are and what Autograph does; the Marketing and Audience Development Assistant role; what we're looking for in an applicant, and how to join us for an online Q&A.

Here's some helpful links

- [Autograph's website](#)
- [Webpage for the role, including links to the application forms in Word format](#)
- [You can join us on on either 1 February \(5pm\) or 8 February \(1pm\) for an online Q&A about the job](#)

Autograph strives to be an inclusive place where we can all be ourselves. We particularly encourage responses to this opportunity from applicants who are underrepresented in museums and galleries.

Have any questions about the application process, or need this application pack in a format that's more accessible for you? We're here to help, get in touch at info@autograph-abp.co.uk

What's in this application pack

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Equal opportunities policy & data protection
Application form
Equal opportunities monitoring form
Criminal record declaration form

The deadline to apply is 5pm (GMT) on Monday 14 February 2022



August Sabac El Cher, 1836?–1885

Angelo Soliman, 1721?–1796

Pedro Camejo, 1790–1821

Albert Badin, 1747?–1822

Kwasi Boakye, 1827–1904

Oladah Equiano, 1745?–1797

Henrique Dias, 1605?–1662



About the role

Autograph is looking for an enthusiastic and creative person to join our Marketing and Audience Development team. This is an entry level role, perfect for someone with a passion for connecting the arts and audiences, who wants to start a fulfilling career in arts marketing, audience development and communications.

You will need to be a flexible and resourceful thinker who wants to work in an environment committed to learning from and engaging with its audiences. You'll be part of a small team, supporting the delivery of a fast-paced workflow promoting Autograph's mission to champion photography that explores issues of race, identity, representation, human rights and social justice.

This assistant role helps with a variety of tasks including social media, newsletters, press, copywriting, website updates, interpreting audience data, project management and contributing to strategy. You'll be supported with on-the-job training, working alongside experienced arts professionals. If you are new to the arts charity sector, want to further your arts marketing career, are changing careers or returning to the workforce, this could be a great opportunity for you.

This is a full-time role, based at Autograph's gallery in the heart of London's exciting Shoreditch district. Our iconic building was designed by Sir David Adjaye and is England's first permanent public space dedicated to diversity in the visual arts. Many of our staff work flexibly between home and Autograph's office, an option that would also be available for this role.

Have any questions about the job, and want to meet some of the people you'd be working with? You're warmly invited to join us at an online Q&A, on either:

Tuesday 1 February, 5-6pm

Tuesday 8 February, 1-2pm

[Click here to register](#). Attending a Q&A session is entirely optional, it's not a requirement to apply for the job.

How to Apply

There are three forms to fill in to apply for this role:

- 1) Application form
- 2) Equal opportunities form
- 3) Criminal disclosure form

You can find all three forms in this application pack. If you would prefer the forms in Word format, [click here](#).

Email the completed forms to info@autograph-abp.co.uk by **5pm (GMT) on Monday 14 February 2022**. The subject line for the email should be Marketing and Audience Development Assistant.

We regret that applications received after the deadline will not be considered. You must use our application form to apply for this role; please do not just send a CV as we won't be able to consider it.

Interviews will be held on Tuesday 22 February

We expect to welcome shortlisted candidates to Autograph for in-person interviews, however this will be subject to Covid-19 restrictions, and we will advise accordingly.



What do we do?

Established in 1988, Autograph's mission is to share the work of artists who use photography and film to highlight questions of race, representation, human rights and social justice. Through doing so, we invite people to explore the creative and critical power of visual representation, in shaping our understanding of ourselves and of others. We achieve this by:

- Commissioning artists and writers; making and sharing exhibitions and publications both in the UK and internationally
- Sharing our unique photography collection which is used for research, learning, participation, and lending purposes
- Supporting professional development of artists through providing advice, information, mentoring and selective hosting of projects
- Producing talks, events and workshops through which people can listen, learn engage in debate and take part in creative making

At Autograph we are very committed to welcoming, understanding and serving our audiences. Currently we are seeking to appeal particularly to young people, first time visitors, people with disabilities and visitors who haven't felt that a place like Autograph is for them.

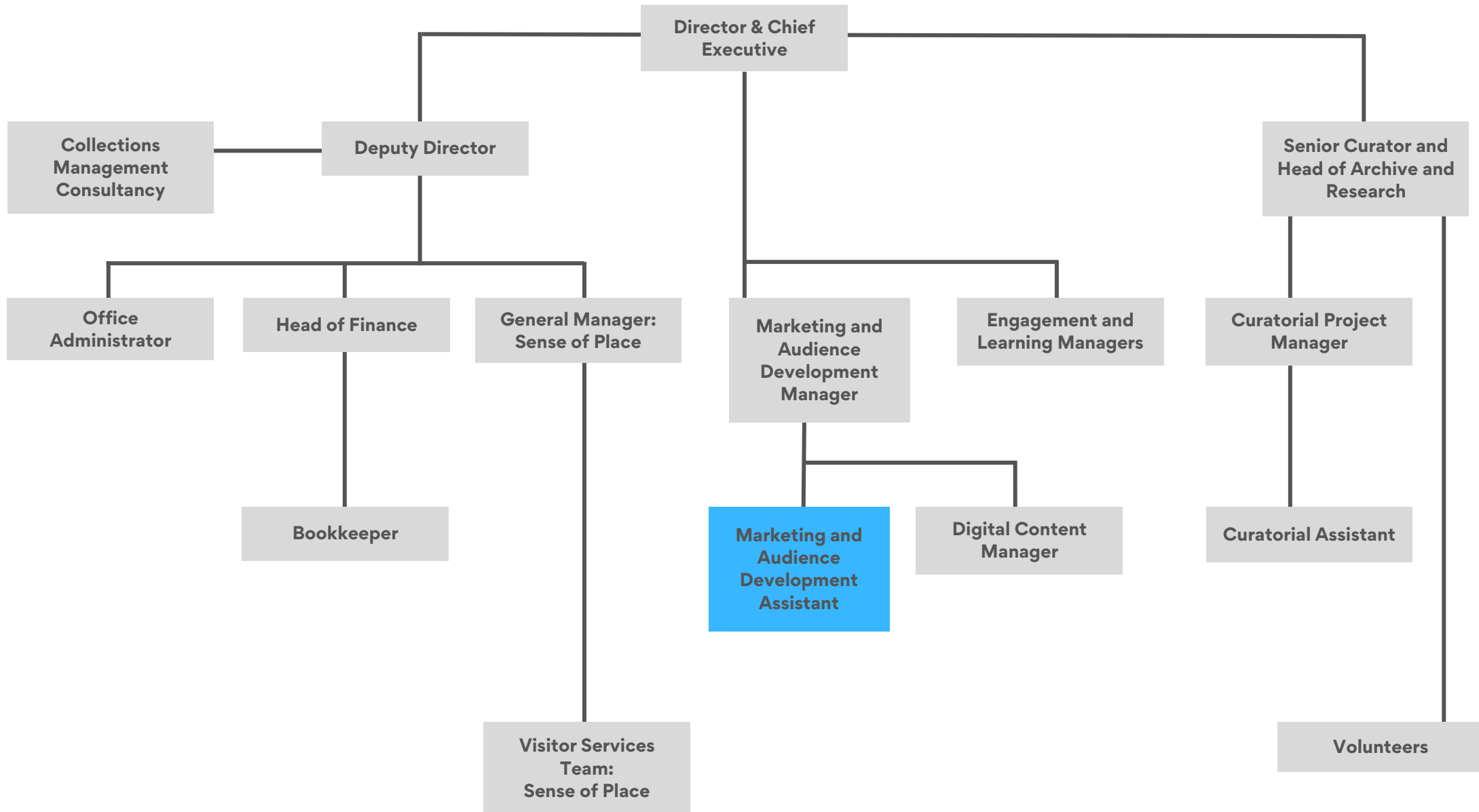
Our values

To foster informed enquiry and personal creative development, promote respect for and appreciation of difference, encourage empathy and reciprocity in our partnerships and interactions and act ethically towards people and the environment. These values inform our professional practice, activities and how we work both internally and externally.

Autograph staff

Autograph is a charity run by a small, dedicated team. The Marketing and Audience Development Assistant works in the Marketing, Audience Development and Content team.

Autograph



Role Description

Job Title: Marketing and Audience Development Assistant

Accountable to: Marketing and Audience Development Manager

Based at: Autograph, Rivington Place, London EC2A 3BA

Hours: 5 days per week 35 hours

Salary: £25,000

Benefits: Pension scheme, 20 days holiday per annum plus bank holidays; access to training and professional development

Purpose of post

The Marketing and Audience Development Assistant is responsible for supporting the Marketing and Audience Development Manager in delivering Autograph's marketing and audience development strategies and campaigns.

Key tasks and responsibilities

To assist and support the Marketing and Audience Development Manager with:

- Delivering all marketing and communications campaigns from conception to evaluation for Autograph's programmes of work
- Designing and producing marketing materials, copywriting, proof reading copy and liaising with external agencies
- Administration, including: researching audiences, maintaining contact lists, reformatting images, and creating press packs
- External listings, press enquiries, evaluating press coverage and approaching press for reviews
- Campaign evaluation, in particular Google and social media analytics
- Maintaining the Autograph brand across all marketing channels, and accuracy of all marketing communications

Digital Marketing

- To assist the Marketing and Audience Development Manager to deliver digital content for all social media channels, Autograph's websites and e-marketing
- To assist, monitor and respond to Autograph's audiences across all social networking channels whilst developing the Autograph tone of voice
- To assist in keeping Autograph's websites updated with programme information

Audience Development

- To assist the Marketing and Audience Development Manager to deliver initiatives aimed at developing audiences and attracting new audiences
- To assist with the management of audience data, including building customer lists, analysing and monitoring audience information
- To contribute to research and collection of data to inform Autograph's Audience Development strategy

Other

- Contributing to reports and strategy meetings
- Contribute to project management
- To attend and participate in external meetings and training as required by the Marketing and Audience Development Manager
- When required, to attend exhibition openings and events and assist generally
- Any other duties as may reasonably be required by the Marketing and Audience Development Manager or other senior staff

This job description is not intended to be exhaustive. The postholder will be expected to adopt a flexible attitude to the duties which may have to be varied (after discussion with the postholder) subject to the needs of the organisation, and in keeping with the general profile of the post.

Person Specification

Qualifications & Experience

- Marketing and communications experience obtained through working for an organisation which is value-driven (e.g. an arts/heritage not-for-profit, a non-governmental organisation (NGO) or a social enterprise). This can be as a volunteer.
- Experience with value-driven marketing campaigns, including concept, delivery and evaluation
- Experience writing information for the public that is clear and accurate. For example, this could be as part of a marketing campaign, reviews or articles

Knowledge & Skills

- Strong research skills
- Strong writing skills
- Strong administrative skills
- Knowledge of audience development practices
- Understanding of social media for Marketing, including Facebook, Twitter, LinkedIn and Instagram
- Competency with computers, and the ability to create digital marketing and social media content, including website updates, text and image campaigns

Attitude

- Interested and curious about issue-led arts and cultural activity
- Willingness to learn how to communicate about issues which may be complex and sometimes culturally challenging
- Commitment to including everybody, and making Autograph's work accessible to a wide range of audiences
- Committed to continuous self-directed learning, developing professional competencies and staying abreast of developments in a fast-paced industry
- Willingness to develop and continually improve copywriting skills
- Willingness to learn how to evaluate the impact of marketing campaigns across digital, social media, press and audiences
- Resourceful and flexible thinker who is realistic about problem solving
- Committed to equality and diversity and anti-discrimination measures
- Creative and pragmatic in action
- Enabling in outlook

Do you have the right attitude for the role, but don't feel you meet every point of this person specification? We'd still like to hear from you! Join us at the Q&A or get in touch at lois@autograph-abp.co.uk if you have any questions about making an application.

Top tips for making an application

1. Do some research

- Read the role description and person specification carefully and use them to prepare your application. Do not copy and paste from your CV or from previous job applications
- Find out what you can about the work of the organisation you are applying to. For example, you should have visited the current exhibition at Autograph and have some understanding of the range of activity we offer. Look at our website. Look at the work of our peers too

2. Be clear about your motivations

- Why do you want this role? In your application concentrate on what you could bring to the role rather than the opportunity it could provide you
- Always write a few sentences about why you want to work for the organisation you are applying to

3. Map your experience, knowledge and skills against the person specification

- If a role asks you to provide evidence of experience in a core area, you will need to prove that you have it
- If you can't meet a key area described in the role and you don't have direct examples of work experience relating to it, think laterally. Is there any transferable experience you might have gained in other areas of your life, outside work which you could use to illustrate how you can respond to that area of responsibility?

4. Structuring your application statement

- Show clearly through examples how you have experience or knowledge which meets the criteria in the person specification. The people shortlisting applications don't know about your experience so your application needs to help them identify clearly why you are suitable for the role
- Organise your statement by using the person specification criteria as headings against which you can provide examples. This is quite challenging to do well – for any specific example, explain in just a few sentences what you did, where you did it, how you did it and the results of your action/ contribution to the work of your organisation.

For example, good written and verbal communication skills is listed as a requirement in most person specifications

A poor response to showing how you meet this requirement would be to simply state: *'I have good written communication skills'* as it shows the shortlister nothing about why you claim this. A better response would be to state: *'I have good written communication skills - I use these to write blogs for the charity website about donating'*

But an excellent response would be to state *'I have good written communication skills; for example I proposed that I should write monthly blogs for the charity website which encourage supporters to donate to us; at the end of my six-month-long blog campaign our donations had increased 10%'*

5. Finalising your application

- Proofread thoroughly and use tools like Grammerly or a spell check to help this process. Get someone else to proof read as well if possible. Shortlisters are looking for accuracy in the written form
- Make sure you have completed all parts of the application including the equal opportunities form and criminal record declaration
- Make sure you submit to the correct address and before the advertised deadline



Equal Opportunities policy statement

Equal Opportunities Policy Statement

Autograph is committed to a policy of equality of opportunity in its employment and artistic practices.

In particular, the organisation aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, colour, ethnic or national origins, marital status, sex, sexual orientation, disability, religious beliefs or age.

Selection criteria and procedures are regularly reviewed to ensure that individuals are selected on the basis of their relevant merits and abilities.

It is the duty of all employees to accept their personal responsibility for the practical application of the policy but at the same time the organisation acknowledges that specific responsibilities fall upon management, supervisory staff and individuals professionally involved in recruitment and employee administration.

To ensure this Policy is consistently applied, responsibilities have been assigned to the director who will monitor the operation of the Policy for both employees and job applicants. Any employee who believes that he or she has been inequitably treated within the scope of the Policy should raise the matter through the grievance procedure. Any job applicant who believes that he or she has been inequitably treated may write to the Director who will investigate the complaint.

The organisation will not tolerate unfair discrimination against any members of its staff by any of its employees or other persons appointed to the service of the organisation.

The organisation is committed to making this Policy properly effective.

Interviews and accessibility

Interviews will be held at Rivington Place, which has full disabled access. If you have a disability and need any adjustments to be made in order for you to participate in the selection process, please let us know as soon as you are invited to an interview so that we can accommodate your needs.

For more information about visiting Autograph, and accessibility at our building, [click here](#).

Right to work

All offers of placements at Autograph are made subject to receipt of satisfactory references. Additionally, under the Asylum and Immigration Act, we are required to check that anyone taking up employment with us has the legal right to work in the UK. All successful applicants will, therefore, be asked to provide us with documentary evidence to support their entitlement to work in the UK prior to taking up employment.

Data protection

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely and in accordance with General Data Protection Regulations with access restricted to those involved in dealing with your application and in the recruitment process.

Once this process is completed the data relating to unsuccessful applicants will be stored for a maximum of 12 months and then destroyed.

If you are the successful candidate, your application form will be retained and form the basis of your personnel record.

Information provided by you on the equal opportunities monitoring form is separated from your application form will be used to monitor the effectiveness of Autograph's equal opportunities policy and practices.

By signing and submitting your completed application form you are giving your consent to your data being stored and processed for the purposes of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate.

Images in this job pack

1) Archive Learning Resource. 2) *Omar Victor Diop: Liberty / Diaspora*, exhibition at Autograph, London. 20 July - 3 November 2018. Curated by Renée Mussai and Mark Sealy. Photograph courtesy Zoë Maxwell. 3) Autograph, photograph courtesy Zoë Maxwell. 4) *Care / Contagion / Community - Self & Other*, exhibition at Autograph, London. 23 September 2021 - 12 February 2022. Curated by Renée Mussai, Mark Sealy and Bindi Vora. Photograph courtesy Zoë Maxwell. 5) Workshop image from the Family SEND Programme, with thanks to the attendees.



AUT GRAPH

Application form

Vacancy Title:

Please tell us how or where you heard about this vacancy:

1. Personal details

First name:

Last name:

Address:

Postcode:

Telephone Number:

Email address:

National Insurance No.

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Are you free to remain and take up employment in the UK?

Yes

No

You will be required to provide appropriate documentary evidence of this at interview. For examples of acceptable documents please see www.ukba.homeoffice.gov.uk

Disclosure & Barring Service Check

Please note that an application for a criminal record check will be submitted to the Disclosure & Barring Service in the event of this role being offered, as it is exempt from the 1974 Rehabilitation of Offenders Act.

Please ensure you complete the criminal record declaration form which is provided separately.

2. Education/Qualifications

School (11+)	Study Dates	Qualification and Grade	Date Obtained
College/University	Study Dates	Qualification and Grade	Date Obtained
Ongoing Professional Development	Study Dates	Qualification and Grade	Date Obtained

Training and Development

Please use the space below to give details of any training or non-qualification-based development which is relevant to the post and supports your application.

Training Course	Course Details (including length of course / nature of training)

Current Membership of any Professional Body/Organisation

Please give details:

3. Employment History

Previous Employment: Please include any previous experience (paid or unpaid), starting with the most recent first.

Current or most recent employer

Name of Employer:

Address:

Postcode:

Position Held:

Date Started:

Date Ended:

Salary on leaving this post:

Notice Period:

Brief description of duties:

Previous employer

Name of Employer:

Address:

Postcode:

Position Held:

Date Started:

Date Ended:

Salary on leaving this post:

Notice Period:

Brief description of duties:

Previous employer

Name of Employer:

Address:

Postcode:

Position Held:

Date Started:

Date Ended:

Salary on leaving this post:

Notice Period:

Brief description of duties:

Please continue on a separate sheet if necessary

4. Statement

Please outline, with careful reference to the Role Responsibilities and Person Specification, your suitability for the role, and how your experience is relevant to this position. Please give specific examples and continue on an additional sheet if necessary.

5. References

Please give the names and addresses of your two most recent employers (if applicable). If you are unable to do this, please clearly outline who your referees are.

Reference 1	Reference 2
Name:	Name:
Job Title:	Job Title:
Organisation:	Organisation:
Address:	Address:
Contact No:	Contact No:
Email:	Email:
How is this person known to you:	How is this person known to you:
Do you wish to be consulted before this referee is approached:	Do you wish to be consulted before this referee is approached:
<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
<input type="checkbox"/> No	<input type="checkbox"/> No

We reserve the right to contact any of your other previous employers within the last three years.

6. Declaration

Statement to be Signed by the Applicant (Candidates selected for interview will be notified within two weeks of the closing date.)

Please complete the following declaration and sign it in the appropriate place below. If this declaration is not completed and signed, your application will not be considered:

I agree that Autograph can create and maintain computer and paper records of my personal data and that this will be processed and stored in accordance with the General Data Protection Regulation (GDPR).

I confirm that all the information given by me on this form is correct and accurate and I understand that if any of the information I have provided is later found to be false or misleading, any offer of employment may be withdrawn or employment terminated.

Signed:

Date:

When you return this form by email, you may be asked to sign your application at interview

Equal Opportunities Monitoring Form

To enable us to monitor the effectiveness of our policy, it would be appreciated if you could answer the following questions. **The answers are separated from your application form before consideration and will be used for statistical purposes only.**

Monitoring Form

In line with the General Data Protection Regulation (GDPR) Autograph will process personal data only for the purposes of identifying or keeping under review the equality of opportunity or treatment between persons of different racial or ethnic origins, with a view to enabling such equality to be promoted or maintained. We have a legal duty to protect any personal information we collect from you and handling of this data is carried out with appropriate safeguards for the rights and freedoms of all data subjects.

The following questions ask for some personal details. These questions are optional, you can tick 'prefer not to say' if you do not wish to give this information.

Post applied for:

How old are you:

- | | | |
|-----------------------------------|--------------------------------|--|
| <input type="checkbox"/> Under 16 | <input type="checkbox"/> 16-17 | <input type="checkbox"/> 18-24 |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 35-44 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 55-64 | <input type="checkbox"/> 65+ | <input type="checkbox"/> Prefer not to say |

How would you describe your ethnic origin?

White	Mixed
<input type="checkbox"/> British	<input type="checkbox"/> White and Black Caribbean
<input type="checkbox"/> Irish	<input type="checkbox"/> White and Black African
<input type="checkbox"/> Gypsy or Irish Traveller	<input type="checkbox"/> White and Asian
<input type="checkbox"/> Other White Background	<input type="checkbox"/> Other mixed / multiple ethnic background

Asian/Asian British	Black or Black British
<input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Chinese <input type="checkbox"/> Other Mixed Background	<input type="checkbox"/> African <input type="checkbox"/> Caribbean <input type="checkbox"/> Other Black / African / Caribbean background
Other	
<input type="checkbox"/> Arab <input type="checkbox"/> Any other ethnic group:	<input type="checkbox"/> Prefer not to say

Would you consider yourself to have a disability?

- Blind/Visual Impairment Mental Health
 Learning Difficulty Deaf/Hearing Impairment
 Mobility Other Disability
 Prefer not to say

Are you:

- Male Female Non Binary Prefer Not to Say
 If you prefer to use your own term, please specify: _____

How did you find out about this opportunity?

- Autograph website
 Arts Jobs Social media
 Creative Access Arts Professional
 Other word of mouth
 Other, please specify: _____

Criminal Record Declaration Form

Marketing and Audience Development Assistant

Please note: the Marketing and Audience Development Assistant role is exempt from the Rehabilitation of Offenders Act 1974. An application for a criminal record check will be submitted to the Disclosure & Barring Service in the event of this role being offered.

This form must be completed by all applicants. The information disclosed on this form will not be kept with your application form during the application process.

Policy statement on recruiting applicants with criminal records

We recognise the contribution that ex-offenders can make as employees and volunteers and welcome applications from them. A person's criminal record will not, in itself, debar that person from being appointed to this post. Suitable applicants will not be refused posts because of offences which are not relevant to, and do not place them at or make them a risk in, the role for which they are applying.

All cases will be examined on an individual basis and will take the following into consideration:

- Whether the conviction is relevant to the position applied for.
- The seriousness of any offence revealed.
- The age of the applicant at the time of the offence(s).
- The length of time since the offence(s) occurred.
- Whether the applicant has a pattern of offending behaviour.
- The circumstances surrounding the offence(s) and the explanation(s) offered by the person concerned.
- Whether the applicant's circumstances have changed since the offending behaviour.

It is important that applicants understand that failure to disclose all unspent convictions could result in disciplinary proceedings or dismissal. Further advice and guidance on disclosing a criminal record can be obtained from [Nacro](#).

Surname:		Forename:	
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Do you have any unspent convictions?

- Yes
 No

If you have answered yes, you now have two options on how to disclose your criminal record.

Option 1: Please provide details of your criminal record in the space below.

Option 2: You can disclose your record under a separate cover provided that you mark a cross on the line below and attach the details in an envelope stapled to this form. The envelope should be marked CONFIDENTIAL and state your name and the details of the post.

I have attached details of my conviction separately _____ (Please mark with an X if appropriate.)

DECLARATION

I declare that the information provided on this form is correct. I understand that the declaration of a criminal record will not necessarily prevent me from being offered this role at **Autograph ABP**

Signed: _____ Date: _____