



AUT  GRAPH

**Marketing Manager
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 Manager role, and what we're looking for in an applicant.

Here's some helpful links

- [Autograph's website](#)
- [Webpage for the role, including links to the application forms in Word format](#)

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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Role description and person specification
Equal opportunities policy & data protection
Application form
Equal opportunities monitoring form
Criminal record declaration form

The deadline to apply is 9am (BST) on Monday 5 August 2024.



August Sabac El Cher, 1836?–1885

Angelo Soliman, 1721?–1796



Kwasi Boakye, 1927–1904

Olaudah Equiano, 1745?–1797

Henrique Dias, 1605?–1662



Pedro Camejo, 1790–1821

Albert Badin, 1747?–1822



About the role

Do you have a passion for connecting the arts and audiences and want to work in a dynamic, values-driven organisation? Autograph is seeking a Marketing Manager to develop and implement strategies to promote our programmes and expand audience engagement at our gallery in East London and beyond.

A key member of our Marketing and Development team, this new role will be instrumental in raising awareness of Autograph's work and reaching audiences. The Marketing Manager will deliver marketing and advertising plans, implement audience data strategies, oversee ticketing and keep our communications up-to-date and on schedule. You'll work within a supportive team based at Autograph's gallery in the heart of London's vibrant Shoreditch district. Our iconic building is England's first permanent public space dedicated to diversity in the visual arts.

This post is being offered on a part-time basis of 21 hours a week, perfect for those with caring responsibilities or other commitments - there may be scope to negotiate a schedule that can work around either.



How to Apply

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

- 1) Application form
- 2) Equal opportunities form
- 3) Criminal record declaration 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 **9am (BST) on Monday 5 August 2024**. The subject line for the email should be Marketing Manager.

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 Thursday 15 August 2024

We expect to welcome shortlisted candidates to Autograph for in-person interviews.



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.
- We form creative, strategic partnerships to respond to particular community needs and opportunities

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.

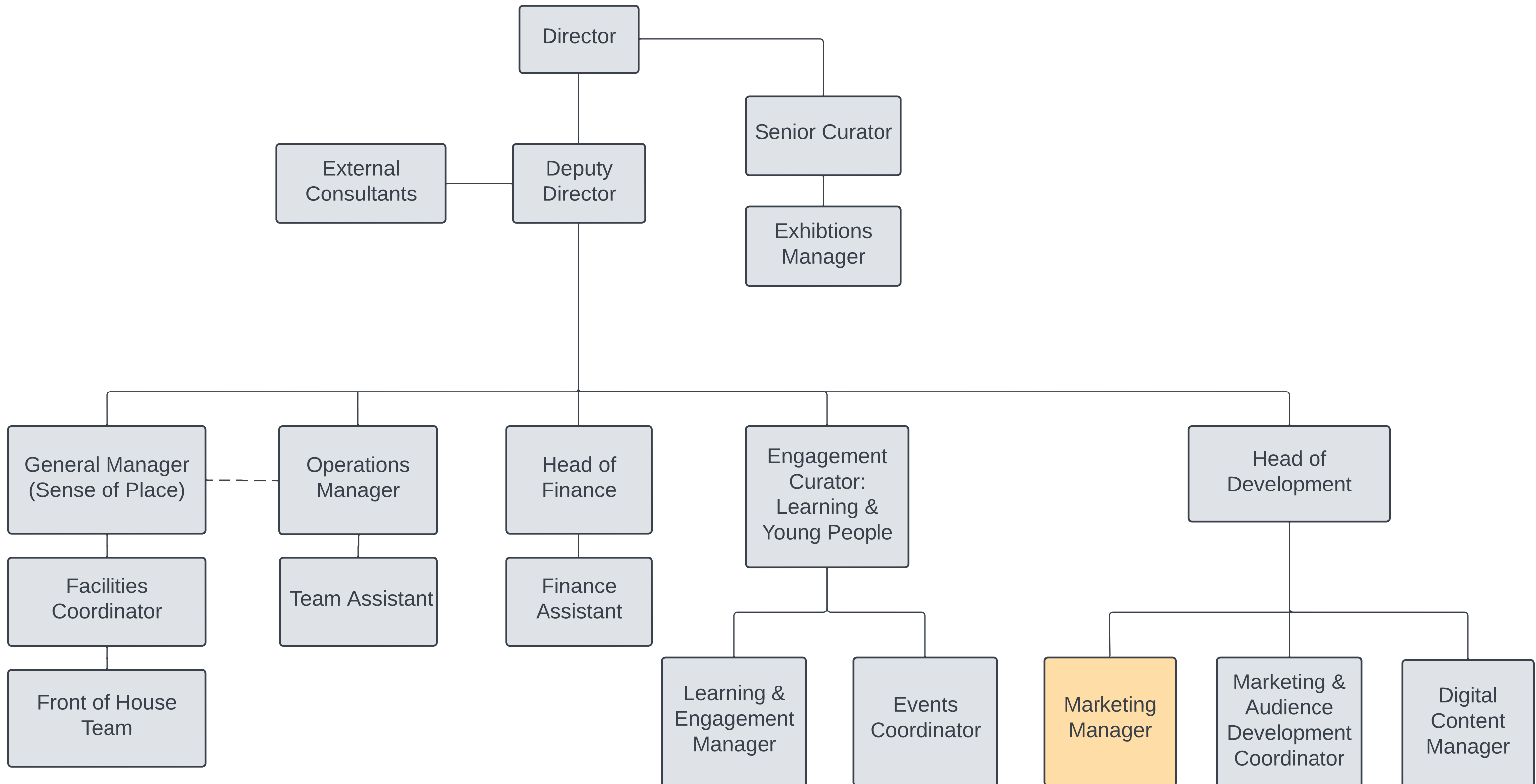
Our values

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.

Autograph Organogram



Role Description

Job Title: Marketing Manager

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

Salary: £35,500 - £38,500 Full Time Equivalent

Contract Type: Permanent

Hours: 21 hours per week

Benefits: Contributory pension scheme, 20 days holiday per annum plus bank holidays; discretionary additional leave at Christmas; training and professional development; season ticket interest-free loan scheme; bicycle loan scheme.

Reports to: Head of Development

Part of: Marketing and Development team

Works closely with: Head of Development, Marketing and Audience Development Coordinator, Digital Content Manager

Purpose of the Post

Develop and implement marketing strategies to promote Autograph's programmes, expanding audience engagement at our gallery in East London and beyond.

Main Duties & Responsibilities

Marketing and Audience Development

- Create and execute comprehensive marketing plans for Autograph's programmes, including exhibition seasons, events, learning, digital and open calls.
- Develop and deliver a new advertising strategy to build partnerships with advertisers and enhance audience reach.
- Update Autograph's website.
- Draft and distribute newsletters and maintain newsletter lists.
- Coordinate the marketing content calendar to ensure timely publication and distribution of communications.

Ticketing

- Oversee and manage ticketing processes through Eventbrite and Art Tickets to ensure a seamless customer experience.
- Provide customer service support and ensure the Front of House team has the necessary information to respond to customer inquiries.

Audience Surveying and Management

- Implement the audience data strategy created by the Head of Development, including:
 - Creation and management of surveys in SurveyMonkey.
 - Training and supporting Visitor Ambassadors in surveying audiences.
 - Coordinate data upload to Arts Council England's data platform Illuminate
- Prepare quarterly activity reports for Arts Council England.
- Prepare reports for other funders and stakeholder, as required.

General Responsibilities

- Contribute to reports and strategy meetings to shape future marketing activities.
- Participate in project management to ensure marketing initiatives are delivered on time and within budget.
- Attend and participate in external meetings and training sessions as required by the Head of Development.
- Attend exhibition openings, providing general assistance as needed.
- Undertake any other duties as reasonably required by the Head of Development or other senior staff.

Person Specification

Qualifications and Experience

- Degree in Marketing, Arts Management, Arts, Communications or a related field.
- Substantive experience in delivering marketing campaigns within arts, cultural or charity contexts.
- Experience in creating Google Ad campaigns and proficiency in using Google Ads.
- Experience in using audience data management platforms such as Audience Finder, Impact and Insight Toolkit, or Illuminate.
- Experience in negotiating and placing advertisements.
- Experience in creating marketing and audience development plans.
- Experience in customer service and managing ticketing systems.
- Experience with website CMS and uploading programme content for digital distribution.

Knowledge and Skills

- In-depth knowledge of marketing principles and practices, particularly within the arts, culture or charity sector.
- Understanding of audience development and engagement strategies.
- Familiarity with trends and best practices in digital marketing.
- Understanding of GDPR and other relevant data protection regulations.
- Strong project management skills with a track record of managing multiple campaigns and meeting deadlines.
- Proficiency in using digital marketing tools and platforms, e.g., newsletter platforms, website CMS, Google Analytics.
- Excellent written and verbal communication skills.

Personal Attributes

- Understanding of and empathy for values of charitable organisation.
- Creative thinker with the ability to generate new ideas and approaches.
- Commitment to including everybody, and making Autograph's work accessible to a wide range of audiences.
- Ability to work both independently and as part of a team, with a collaborative approach to achieving goals.
- Strong interpersonal skills, with the ability to build and maintain relationships with internal teams and external partners.
- Committed to continuous self-directed learning.
- Resourceful and flexible thinker who is realistic when problem solving.
- Willing to work flexible schedule including evenings and weekends when necessary.

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) *In a Different Light: New Acquisitions* gallery installation at Autograph, London. 15 Nov - 2 Dec 2017. Curated by Renée Mussai with Cherelle Sappleton. Photograph by Zoë Maxwell. 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) Family SEND celebration event, with thanks to the attendees. 4) Autograph, photograph by Kate Elliott. 5) Workshop image from the Family SEND Programme, with thanks to the attendees.



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 number:	

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

Rehabilitation of Offenders Act 1974

Because of the nature of the work for which you are applying, this post is exempt from the provisions of Section 4(2) of the Rehabilitation of Offenders Act 1974 which means that spent convictions must be disclosed and will be taken into account in deciding whether to make an appointment. Any information will be completely confidential and will be considered only in relation to this application.

Have you ever been convicted in a Court of Law and/or cautioned in respect of any offence?

☐ Yes

☐ No

If yes, please give details below:

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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/accreditation)

Current Membership of Any Professional Body/Organisation

Please give any relevant details including grade of membership:

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3. Employment History

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:	
Notice period:			

Brief description of duties:

Previous employer:

Name of employer:			
Address:			
Postcode:			
Position held:			
Date started:		Date ended:	
Notice period:			

Brief description of duties:

Previous employer:

Name of employer:			
Address:			
Postcode:			
Position held:			
Date started:		Date ended:	
Notice period:			

Brief description of duties:

4. Statement

Please tell us with careful reference to the Person Specification, why you are suitable for the role and what your motivation is for working for us. Illustrate your answer by referring to things you have achieved in your previous or current job roles, as a volunteer, and from your life responsibilities, which show how your experience is directly relevant to the tasks you will undertake. Please give specific examples and continue on an additional sheet/s if necessary.

5. References

Reference 1

Name:	
Job title:	
Organisation:	
Address	
Contact number:	
Email:	
How is this person known to you:	

Do you wish to be consulted before this referee is approached:

☐ Yes

☐ No

Reference 2

Name:	
Job title:	
Organisation:	
Address	
Contact number:	
Email:	
How is this person known to you:	

Do you wish to be consulted before this referee is approached:

☐ Yes

☐ 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

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 complete and correct and that any untrue or misleading information will give my employer the right to terminate any employment offered. I understand that any offer of employment is subject to the company being satisfied with the results of relevant checks including references, eligibility to work in the UK, criminal convictions and, if necessary for the role, a Disclosure & Barring Service check at the appropriate level.

Signed:	
Date:	

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

Please note here any other employment you would continue with, if you were successful in obtaining this role:

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If offered employment, when could you start the role?

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All of the information collected in this form is necessary and relevant to the performance of the job applied for. We will use the information provided by you on this form, by the referees you have noted, and the educational institutions with whom we may undertake to verify your qualifications with, for recruitment purposes only. The Company will treat all personal information with the utmost confidentiality and in line with current data protection legislation. We rely on the lawful basis to process the information provided by you in this form. Should you be successful in your application, the information provided, and further information which will be gathered at the relevant time, will be subsequently used for the administration of your employment and in relation to any legal challenge which may be made regarding our recruitment practices. For more information on how we use the information you have provided, please see our privacy notice for job applicants which is located at **autograph.org.uk/autograph-job-applicant-privacy-notice**

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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:	
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Gender

Which of the following best describes your gender?

- ☐ Man
- ☐ Woman
- ☐ Non-binary
- ☐ I use another term

Please specify:

- ☐ Prefer not to say

Gender identity

Is your gender identity the same as the sex you were registered at birth?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Sexual Orientation

Which of the following best describes your sexual orientation?

- ☐ Bisexual
- ☐ Gay or Lesbian
- ☐ Heterosexual/straight
- ☐ I use another term

Please specify:

- ☐ Prefer not to say

Disability

By disability we mean any physical or mental health conditions as well as neurodivergence conditions that have a substantial and long-term effect on your ability to carry out normal day-to-day activities. Do you consider yourself to have a disability?

- ☐ Yes

If yes, please specify:

- ☐ No
- ☐ Prefer not to say

Has your employer made reasonable adjustment(s) to enable you to carry out your work due to your disability?

- ☐ Yes
- ☐ No
- ☐ Not sure
- ☐ No adjustment required
- ☐ Prefer not to say

Age

What is your age range?

- | | |
|----------------------------------|--|
| <input type="checkbox"/> 16 – 24 | <input type="checkbox"/> 55 – 65 |
| <input type="checkbox"/> 25 – 34 | <input type="checkbox"/> 65+ |
| <input type="checkbox"/> 33 – 44 | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> 45 – 54 | |

Ethnicity

How would you describe your ethnicity?

- ☐ Asian or Asian British: Bangladeshi
- ☐ Asian or Asian British: Chinese
- ☐ Asian or Asian British: Indian
- ☐ Asian or Asian British: Pakistani
- ☐ Any other Asian or Asian British background - please specify:

- ☐ Black or Black British: African
- ☐ Black or Black British: Caribbean
- ☐ Any other Black or Black British or Caribbean background – please specify:

- ☐ Mixed: White & Black African
- ☐ Mixed: White & Black Caribbean
- ☐ Mixed: White & Asian
- ☐ Any other mixed or multiple ethnic background - please specify:

White

- ☐ English
- ☐ Welsh
- ☐ Scottish
- ☐ Northern Irish
- ☐ British
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Roma
- ☐ Any other White background - please specify:

Other ethnic group

- ☐ Arab
- ☐ Any other ethnic group - please specify:
- ☐ Prefer not to say

Religion and belief

What is your religion?

- ☐ Buddhism
- ☐ Christianity
- ☐ Hinduism
- ☐ Judaism
- ☐ Islam
- ☐ Sikhism
- ☐ Other – please specify:
- ☐ None
- ☐ Prefer not to say

Parental / caring responsibilities

Do you have any children aged 0 to 17 living at home with you, or who you have regular caring responsibility for?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Do you look after, or give any help or support to family members, friends, neighbours or others because of either: long term physical or mental ill health/disability?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

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Criminal Record Declaration Form

Please note: the Exhibitions Manager 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

Signed:

Date: