

WYSING ARTS CENTRE  
FOX ROAD BOURN  
CAMBRIDGE CB23 2TX  
WWW.WYSINGARTSCENTRE.ORG

T + 44 (0) 1954 718881  
INFO@WYSINGARTSCENTRE.ORG



## WYSING ARTS CENTRE DIGITAL PRODUCER

RECRUITMENT PACK FEBRUARY 2023



*Shiva's Grotto*, Lawrence Lek, 2015. Courtesy of the artist.

### CONTENTS

Page	2	About Wysing Arts Centre
Page	3	The role: Overview
Pages	4-5	Job Description
Page	6	Wysing Vision Mission and Values
Page	7	Organisation Chart
Page	8-9	How to Apply & Recruitment Process

## About Wysing Arts Centre

“Wysing was founded with a utopian vision to create space for artists to live and work. Today it is ... pioneering an experimental approach to artistic practice, learning & curating.” Louise Benson, Elephant Magazine, 2019

Established in 1989, Wysing Arts Centre is a progressive organisation in a rural setting. We enable artists and publics to engage their imagination freely and take creative risks; we believe that everybody has the right to time and space for creativity, away from the distractions of daily life.

The site is ten miles from Cambridge city. It holds 20 subsidised studios, accommodation for up to 80 visiting artists annually, recording and ceramics studios, flexible space to experiment, present and learn, fields, woodland, and several outdoor outworks. Work made at Wysing is seen worldwide. An accessible digital offer increases reach and archives our work; our youth programme empowers future generations.

Wysing invites artists from across the world to stay and reflect on their practice without the pressure of producing new work: time spent without a plan can often be when the best new ideas emerge. We take a proactive, intersectional approach to equity and inclusion, and often support artists who have not been well supported by mainstream gallery and funding systems. Several artists who have spent time at Wysing have gone on to be Turner-prize or Paul Hamlyn Award winners. Some artists go on to be commissioned by Wysing to make artworks, music and performance; many participate in Wysing’s lively events.

Wysing engages people of all ages through artist-led workshops, events, online projects, gatherings and an alternative art school called *The Syllabus*. Our young people’s programme has a focus on reaching people from rural areas. Wysing has recently initiated a Youth Council who will have decision-making powers in the organisation.

We are funded principally by Arts Council England through its National Portfolio scheme. Further funds are raised through Trusts, Foundations and via individual giving. Wysing recently received significant support from the Freelands Foundation to grow and deliver *The Syllabus* over the next decade. More can be discovered about Wysing’s programme and history at [wysingartscentre.org/](https://wysingartscentre.org/) and [wysingbroadcasts.art/](https://wysingbroadcasts.art/) In 2023 we will be launching a new brand and integrated, accessible website.



From the Ground Up: The Gathering, July 2022. Photograph: Loukas Morley

## The Role: Overview

The Digital Producer facilitates Wysing's digital programme and external communications. They are part of Wysing's programme team, working alongside the Director, Senior Programme Curator, Assistant Curator and Young People's Programme Coordinator.

With an embedded approach to accessibility and inclusion, the purpose of the role is to imaginatively communicate and promote Wysing's programme, identify ways to develop audiences, and to work with artists to develop digital projects. The Digital Producer also works with Wysing's Deputy Director and Programme and Operations Assistant to promote commercial income generation initiatives.

We are looking to appoint someone who is motivated, collaborative, imaginative and empathetic, who enjoys variety in their role. They should be driven by the potential of digital tools and platforms to engage new audiences and improve accessibility, while telling new stories about Wysing Arts Centre, our programme, and the artists we work with.



Wysing Ceramic Studio Open Morning, 2022. Photograph: Chloe Page

**Position:** Digital producer  
**Salary:** £24,500  
**Location:** Combination of site based and remote working to suit the needs of the role.  
**Hours:** Full time, 37.5 hours per week  
**Contract:** Permanent  
**Reporting to:** Senior Programme Curator

## **Key Responsibilities**

### Digital projects

- Develop, deliver and evaluate communications and programmes across Wysing's digital platforms and social media.
- Working with Wysing's Programme Team, contribute ideas for digital commissions, projects and partnerships, bringing work produced from our rural location to national and international audiences.
- Working with Wysing's Programme Team, support artists and programme participants to realise digital aspects of their work, in an accessible fashion, on time and to budget.
- Generate digital assets and content that drive engagement with Wysing's programme and the artists we support, including short videos, livestreaming, images, gifs, etc.

### Audience development and communications

- Generate ideas for targeted audience development and engagement across key online platforms, identifying opportunities for marketing and promotion.
- Manage the day-to-day scheduling of Wysing's social media content.
- Ensure that copy, image and tone is appropriate and accessible across digital platforms and ensure that relevant brand guidelines are adhered to.
- Manage, edit and update Wysing's website regularly, and in a timely and accessible fashion, liaising with Wysing's website and brand designers where necessary.
- Research and stay up to date with best practice – including accessibility and engagement strategies – across digital platforms to ensure that all online activity is optimised and distributed in a manner that reflects this.
- Represent Wysing in the digital sphere, always keeping in mind the tone of voice and reputation of the organisation with a high standard of English.
- Actively participate in peer learning opportunities including participating in relevant sector networks.

### Processes, policies and procedures

- Contribute to the development of Wysing's digital strategy.
- Contribute to funding applications and provide reports for funders.
- Generate regular reports on performance across platforms and use these to drive learning and improvement against objectives.
- Process invoices in a timely manner and keep relevant budgets up to date.
- Carry out other tasks reasonably requested, in accordance with the post holder's skills and qualifications.
- Work in accordance with Wysing Arts Centre's Health and Safety, Equal Opportunities, GDPR and Environmental Policies at all times.
- Work in accordance with Wysing's Code of Conduct.



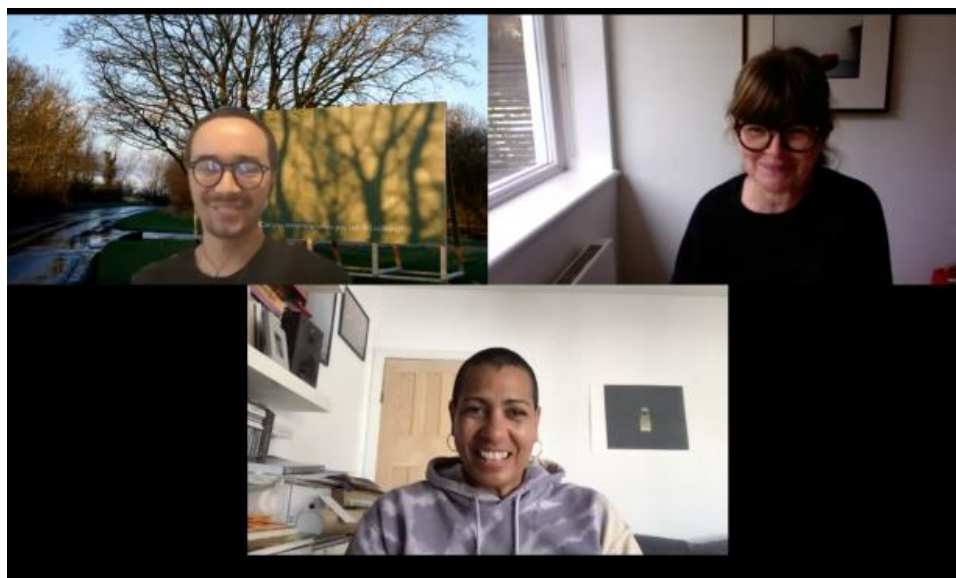
## Personal Attributes, Skills & Experience

### Essential

- Excellent knowledge and experience of hardware, digital and broadcast technology.
- Excellent knowledge of social media and digital platforms (including YouTube, Vimeo, SoundCloud, Facebook, Twitter, TikTok, Instagram) and an interest in the differences between them and what makes for well-optimised, shareable content on each platform.
- Excellent and demonstrable copywriting, copy-editing and proofreading skills.
- Experience of using Adobe Suite programmes including Premiere, Photoshop and Illustrator, or their equivalent.
- Knowledge of optimisation on each social network.
- Ability to use a CMS to maintain a website.
- Ability to use, interrogate and present analytics effectively.
- The ability to generate ideas and initiatives and implement them.
- Evidence of being well-organised, with a hard-working, flexible attitude.
- Evidence of the ability to manage multiple tasks at once in a confident manner.
- Commitment to equity and inclusion.
- Ability to work occasional evenings and weekends, making use of Wysing's TOIL scheme.

### Desirable

- Experience of working directly with artists.
- Experience of building partnerships.
- Experience using Logic, Ableton, InDesign and Raspberry Pi.
- Experience using social media scheduling tools such as HootSuite.
- Experience developing podcasts and RSS hosting.



Desktop Studio Visit: Helen Cammock with John Eng Kiet Bloomfield and Kate MacGarry, 2021.

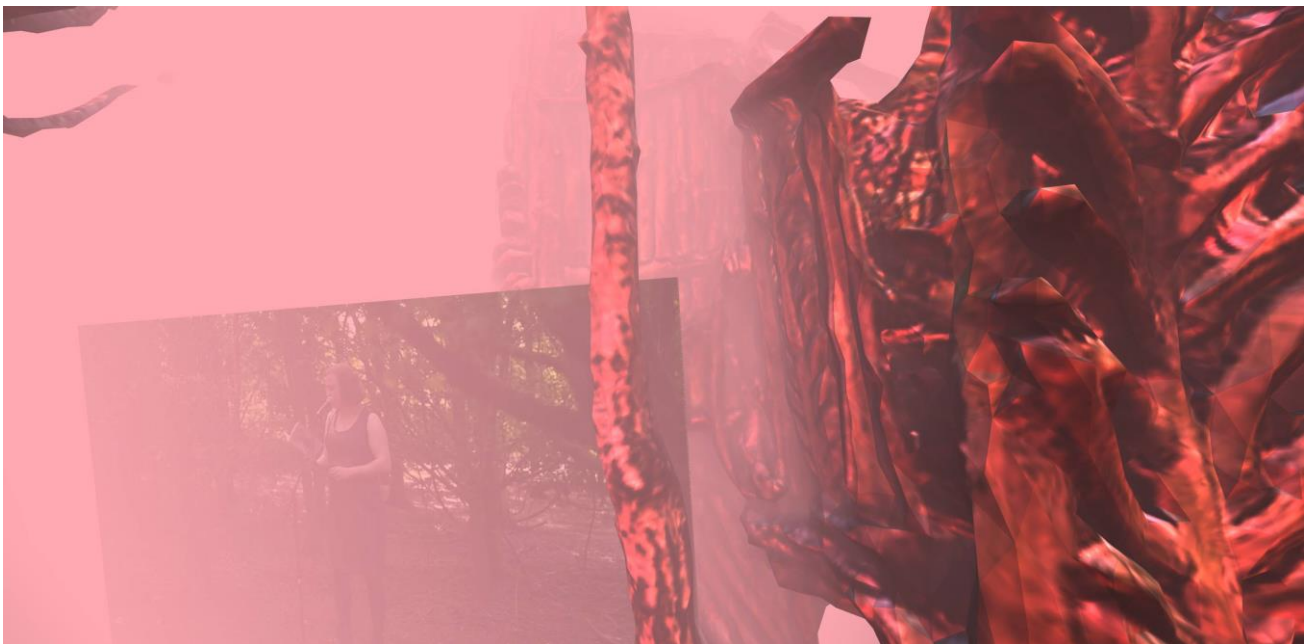
## Wysing's Vision, Mission, Values and Aims

Vision: To cultivate the freewheeling imagination.

Mission: Wysing believes in the transformative social and personal benefits of art and creativity, and that a more just world can only be achieved if everyone has equal access to the time and space needed to imagine it. Wysing provides accessible opportunities and resources to think and create, outside the habits of daily life. We support artists to develop their talent; we advocate for the immense value they have in the world, and we work to create the conditions necessary for them to have sustainable careers.

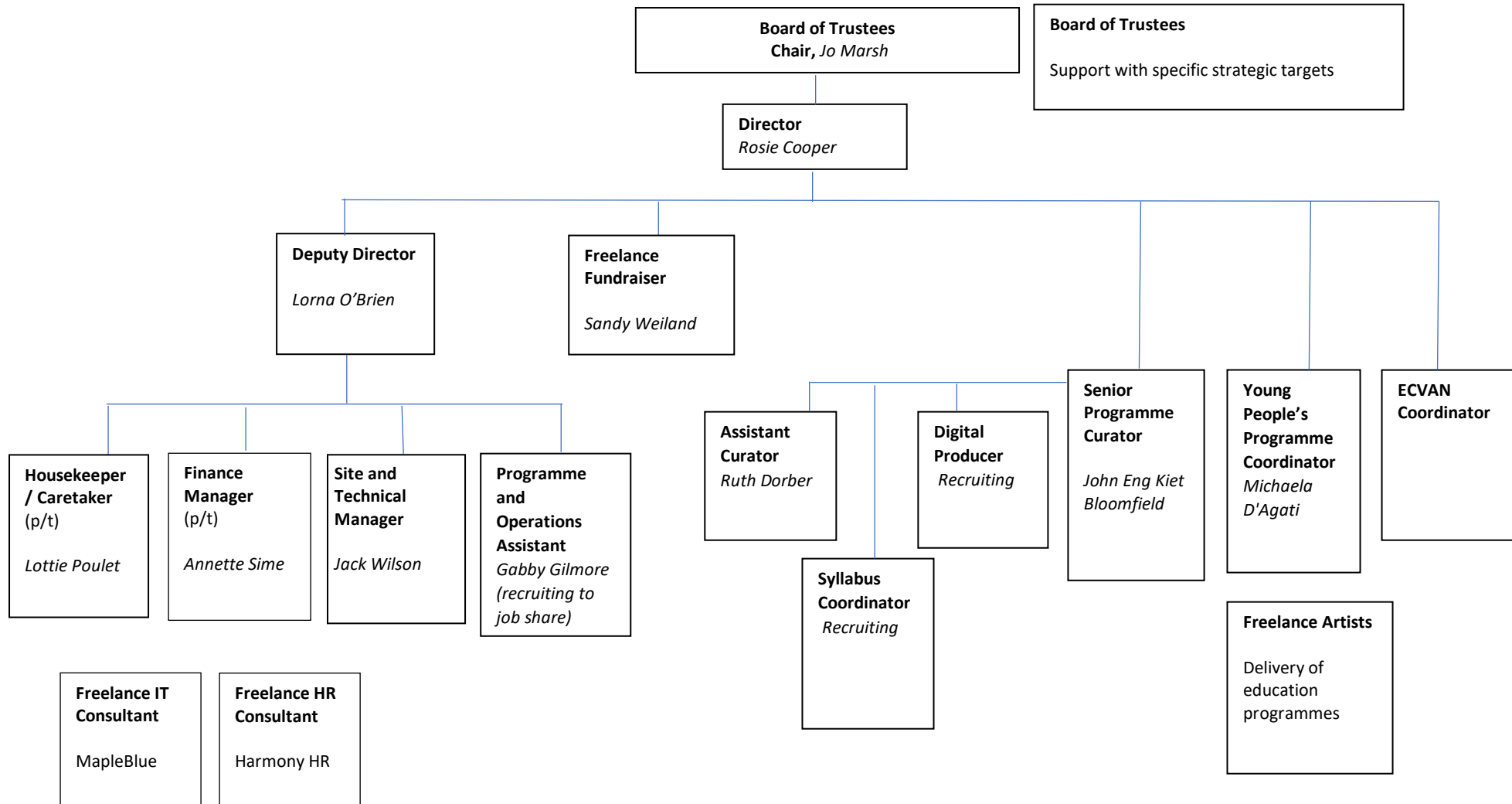
### Values and Aims:

- **Collaborative**: Work together to build resources.
- **Generous**: Model change, sharing our resources equitably.
- **Agile**: Create and seize opportunity.
- **Attentive**: Listen to what people have to say, and respond effectively.
- **Transparent**: Build trust, and be open about how we work.
- **Ethical**: Avoid causing harm to people and the planet.



Wysing Polyphonic: Under Ether, digital version, featuring talk by Juliet Jacques, 2022.

## Organisation chart



### **Recruitment Process:**

The deadline for applications is **12 noon on Tuesday 21 February 2023.**

We use Submittable (an online application portal) for applications. Applications can be made via text, audio or video – please use whichever methods you prefer.

[Access the Submittable portal here.](#)

You will need to create a Submittable account. Once you have set up an account you can return to your application any time up until the deadline. Please allow enough time to approach us with any questions or queries in using the Submittable website. We are not able to accept applications after the deadline.

Applications can also be made in video or audio format if required. If there is another method that you would prefer to use to apply due to your access requirements, please let us know. We want to remove as many barriers to applying as we can.

**In your application, you will need to include:**

**1. Details of your previous employment and relevant work experience. List each employer and give a short description of your role alongside dates of employment and reason for leaving.**

**2. What interests you about the post and working at Wysing Arts Centre? Please use this section to explain why you want to work at Wysing.**

**3. Information on how your skills, abilities, and experience match the key points in the job description and person specification.**

**4. Your contact details.**

**5. Contact details for two referees.**

Wysing's Director, Rosie Cooper, is available to have an informal conversation about the position. Please email [rosie.cooper@wysingartscentre.org](mailto:rosie.cooper@wysingartscentre.org).

After we have reviewed applications, we will contact shortlisted applicants to join us for an interview and site visit.

We expect that interviews will be held on **Wednesday 1 March 2023.**

Wysing reserves the right to amend this recruitment timeline.

### **Equity, Diversity and Inclusion:**

As a Disability Confident Leader, we guarantee to interview all disabled applicants who meet the minimum criteria for the vacancy. Please indicate you are d/Deaf or disabled in your application so that you can be interviewed if you meet the minimum criteria.



We are committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in the arts sector and we're committed to doing what we can to correct this. We are particularly keen to receive applications from those who identify as global majority; d/Deaf or disabled people; people who identify as being LGBTQ+; people who have a mental health condition; and people who identify as working class now or in the past.

We recognise that people have commitments and responsibilities outside of work, therefore Wysing supports flexible working. We are also open to suggestions of job shares.