

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

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

September 2018

WYSING ARTS CENTRE
DIGITAL PRODUCER

Wysing Arts Centre is a thriving cultural campus of ten buildings across an 11 acre rural site in south Cambridgeshire which hosts experimental residencies for UK and international artists, and delivers a critically acclaimed public programme of gallery exhibitions and events including conferences, symposia, workshops and music events.

The new post of Digital Producer will work within the programme team to develop online content that takes some of the activity taking place at Wysing to wider online audiences. The Digital Producer will also develop online platforms including the organisation's website, alongside developing online and digital commissions, including working with young artists' programmes. The post of Digital Producer has been created at a time when Wysing Arts Centre will be celebrating its 30th birthday, in 2019, and for which we will be looking for greater online visibility for our work.

The role is 22.5 hours per week (3 days a week) and flexible working arrangements would be considered. The deadline for applications is Sunday 14 October 2018.

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THE ROLE

Position: Digital Producer

Hours: 22.5 hours per week (3 days/week)

Salary: £25,000 per annum pro rata

Contract: Permanent

Reporting to: Director

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Main Responsibilities

- Working closely with the programme team, develop initiatives that take aspects of Wysing's onsite activity to online audiences.
- Generate ideas for audience development and engagement across key online platforms.
- Develop and manage the distribution of Wysing content across digital platforms.
- Generate digital assets including short, two-minute videos, images, gifs, etc.
- Research and stay up to date with best practice 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 written English.
- Manage Wysing's website, ensuring a coherent message and that copy, imagery and tone is appropriate.
- Review Wysing's current website and make recommendations on how it should be improved and developed.
- Contribute to the development of Wysing's digital strategy.
- Work with colleagues to develop digital commissions and projects as appropriate.
- Contribute to funding applications and provide reports for funders.
- Generate regular reports on performance across platforms.
- Develop opportunities for digital partnerships, platforms, and other means of expanding Wysing's activity online.
- 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 & Safety and Equal Opportunities Policies at all times.

Personal Attributes, Skills & Experience Essential

- Excellent knowledge of social media platforms (including YouTube, Facebook, Twitter & Instagram) and an interest in the differences between them and what makes for well-optimised, shareable content on each platform.
- Excellent and demonstrable copywriting skills.
- Experience of using Adobe Photoshop, Final Cut or Premier.
- 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.

Personal Attributes, Skills & Experience Desirable

- Experience of working directly with artists.
- Experience of building partnerships.
- Experience of using Logic, Ableton and InDesign.

"Wysing, a modernist campus which means business... a hotbed of study, a hub of artistic industry, a nationwide resource for art theory and a factory of inspiration" Mark Sheerin, Artdependence Magazine

WYSING'S VISION

To be a progressive and inclusive arts organisation that develops new ways to support artists, and to enable art and ideas to reach a wide range of people in unexpected ways.

WYSING'S MISSION

To enable artists of all backgrounds and ages to thrive, by providing a discursive environment within which they can experiment, make new work, develop new networks and collaborators, and reach new audiences.

WYSING'S VALUES

We believe that art and artists have a vital role to play in society and that opportunities in the arts have not always been fairly shared or accessed by all. Working closely with artists from a diversity of backgrounds and at different points in their careers, we develop programmes that offer time and space for personal development, artistic growth and experimentation, and access to supportive networks. We are committed to establishing national and international partnerships and collaborations that support innovative and experimental art to be created, and for art to be experienced by existing and new audiences.

ORGANISATIONAL OBJECTIVES 2018 – 2022

1. **ARTISTS:** Enable artists of all backgrounds to thrive
 - Develop a range of programmes that support artists and artistic practice
 - Increase the diversity of artists we support
 - Develop local, national and international strategic partnerships and networks
2. **AUDIENCES:** Enable a range of audiences to access contemporary art
 - Deliver high quality public and education programmes
 - Be strategic in targeting audiences for art
 - Work beyond our geographic boundaries
3. **ASSETS:** Enable financial and organisational resilience
 - Develop and sustain new models of self-generated and contributed income
 - Invest in staff development and governance
 - Maximise the potential of our unique site

STRATEGIC OVERVIEW

Through its innovative work, Wysing influences the development of the visual arts sector in the UK, Europe and, increasingly, the wider world. As a respected and well-connected institution operating outside the usual gallery system and urban context, Wysing is uniquely positioned to develop programmes that provide opportunities for the exchange of knowledge and ideas, and which reflect on the role of art, artists, and arts organisations in society; acting

as a testing ground for new ideas that are fed productively back into the art mainstream through extensive networks and partnerships.

Integral to Wysing's ethos is the provision of space, support and finance to enable a diversity of artists to progress their ideas. Artists of all backgrounds and at all stages in their lives participate in a range of programmes that are developed in response to their needs. Artists often speak of Wysing as a defining moment in the development of their practices. In addition, there are specialist programmes for young artists, which include free studio provision, mentoring, workshops and public presentations.

Wysing delivers a range of public programmes that provide different entry points for a wide range of interests and abilities to access contemporary art. Public programmes reflect the complexities of contemporary life and have included explorations in race, gender, ecology, societal issues, and alternative educational and learning structures. To develop programme content Wysing draws on the resources of neighbouring Cambridge University as well as its significant artist alumni which includes Turner Prize winners and artists who have been awarded the prestigious Paul Hamlyn Award.

Wysing ensures that the innovative work developed by artists participating in its programmes reaches a wide range of audiences through digital and online initiatives, and through a range of partnerships that enable it to reach audiences regionally, nationally and internationally. Established in 1989, Wysing's large site in rural Cambridgeshire has been significantly developed and encompasses artist studios, a large gallery, a music recording studio, educational and project spaces, onsite accommodation, ceramics facilities, outdoor space with sculpture, and a café.

'Wysing has established a brave and imaginative emphasis on experimentation and critical discussion in which the Wysing community and the broader community, are given every opportunity to participate. They offer the practical support of space, time and resources for artists to engage with the more challenging aspects of their creative activities and to bring these to fruition.' Phyllida Barlow CBE, Artist representing the UK at the Venice Biennial 2017

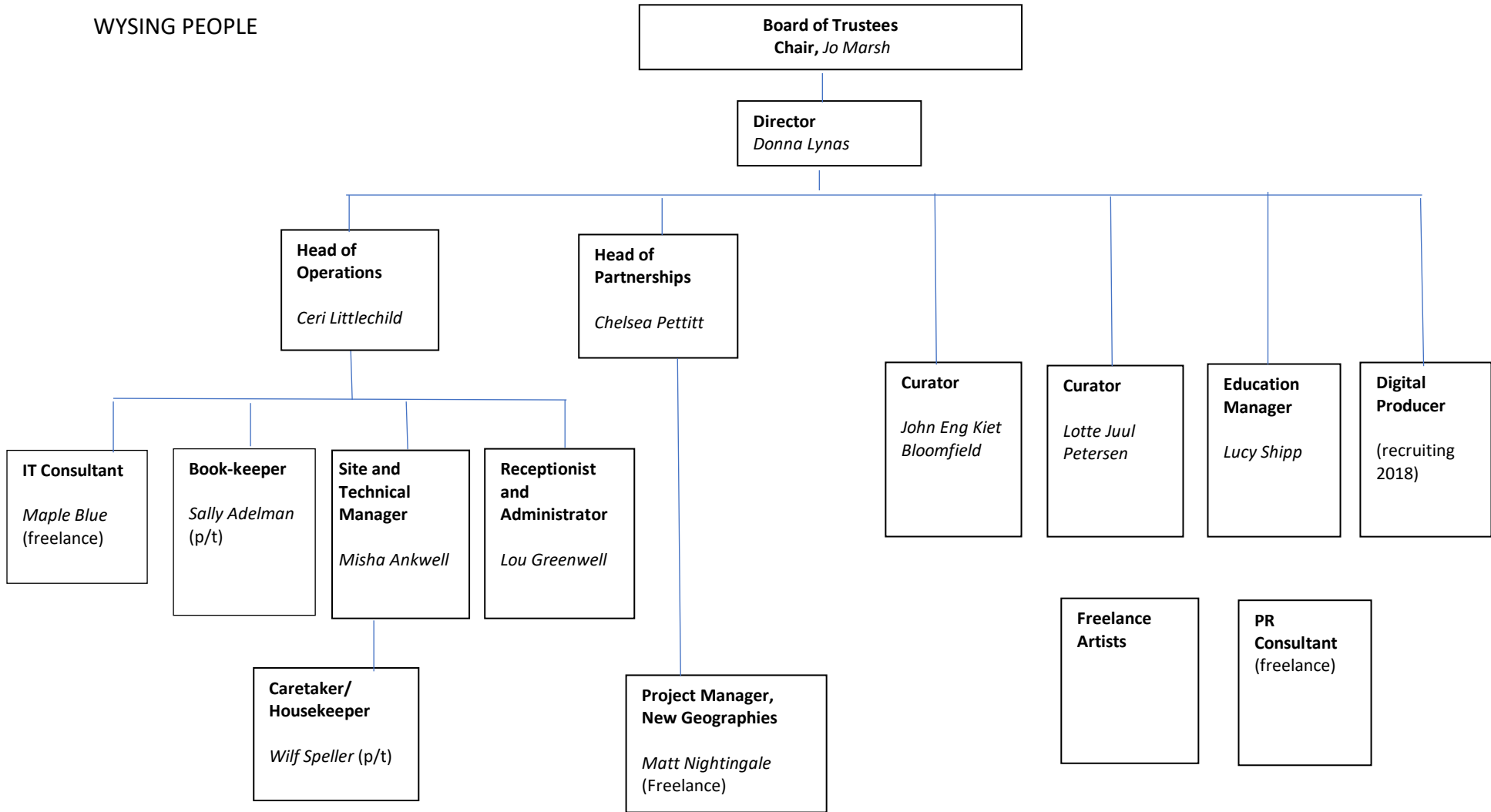
www.wysingartscentre.org

Twitter: @wysingartscentr

Insta: wysing.arts.centre

Facebook: Wysing Arts Centre

WYSING PEOPLE



RECRUITMENT PROCESS

The deadline for applications is Sunday 14 October 2018.

Applications should be made online via Submittable, [here](#).

Once you have set up a Submittable account you can return to your application any time up until the deadline which is midnight on Sunday 14 October 2018. 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.

Please 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 articulate why you want to work at Wysing in this role.
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, Donna Lynas, is available to have an informal conversation about the position. Please call 01954 718881 or email donna.lynas@wysingartscentre.org