



**Welcome to the nation's art**

## **Content Creator**

### **Art UK Sculpture project post**

Are you passionate about bringing art to everyone? Do you believe in the power of digital to transform lives? Do you know your Hepworth from your Hambling?

We're looking for an enthusiastic Content Creator to join our friendly and dedicated team 2.5 days a week. In this exciting role, funded by the Art UK Sculpture project, you will contribute to Art UK's important work by commissioning, writing and editing content for the organisation's channels, including the main website and the shop.

#### **About Art UK**

Art UK is digitising the nation's art so it can be shared by everyone. Our website was launched in 2016 and already includes over 200,000 artworks from 3,200 collections up and down the country. Around 40,000 artists are represented so far. Originally focused on oil paintings, our scope has recently widened to include prints, drawings, watercolours and – excitingly – sculpture.

Our current major project is documenting and digitising the nation's sculptures – both in collections and in public spaces. This project has major funding from the Heritage Lottery Fund and is due to be completed in 2020.

In addition to digitising artworks, we tell the stories behind the art and artists – from the Old Masters to the forgotten and neglected. Through this work, and collaborating with partners across the sector, we engage a variety of audiences with the cultural heritage that they own.

By giving all public collections across the UK a shared digital platform, we allow them to showcase their artworks to audiences in the UK and to the wider world.

Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (109685) and in Scotland (SCO48601). For more information, please visit [artuk.org](http://artuk.org).

#### **About you**

As the Content Creator you will play an important role in telling stories for Art UK. Reporting to the Head of Content, you will be responsible for writing, commissioning and editing content as part of a wider team. As

part of the sculpture project team, you will have a good working knowledge of sculptors, and art in general. An outward looking role, you will understand what makes a good story. You will be an exceptional writer for diverse audiences, and will be able to tailor your writing style as appropriate.

You will have a passion for art and making it accessible to all. You will relish a new challenge and will be excited by the prospect of working in a young digital organisation.

## **Responsibilities**

As the Content Creator, you will:

- write, commission and edit compelling content for Art UK's audiences, with particular focus on sculpture, for the stories and blogs section of Art UK's website
- be comfortable writing both long-form content and other copy for online audiences
- suggest ideas for thematic and topical content
- use the Art UK CMS to upload and proofread content
- liaise with partners and collaborators, including the BBC, on content creation and distribution
- seek out other partnerships, and establish a network of contacts to grow Art UK's audiences
- work closely with the Social Media Marketer, Digital Marketing Manager and Head of Content on strategy, planning and scheduling
- monitor the success of content, as directed by the Head of Content
- occasionally assist the Shop Manager to write ecommerce copy

## **Skills**

- Essential: Excellent written skills, with the ability to write in different styles and tones of voice
- Essential: An understanding of what makes a good story
- Essential: An understanding of audience needs, including what will appeal to different audiences
- Essential: Superb attention to detail
- Essential: Strong organisational skills
- Essential: An understanding of social media trends
- Essential: Digital content marketing experience
- Essential: Strong stakeholder management skills
- Essential: A demonstrable interest in the arts, particularly sculpture and fine art
- Desirable: Experience of improving web traffic through content creation
- Desirable: Demonstrable proofreading skills
- Desirable: Some experience writing ecommerce copy or in a commercial environment

## **Contract terms**

- Part-time, one-year fixed-term contract
- 2.5 days a week (0.5 FTE)
- Annual salary: £25,000 per annum (pro rata)
- 25 days annual leave (pro rata) plus English Bank Holidays
- Will work from Art UK's London office, but opportunities for flexible working
- Start date ASAP, likely December 2018

- Will report to the Head of Content

### Application process

Send CV and covering letter via email to Andrew Shore, Head of Content, Art UK, [andrew.shore@artuk.org](mailto:andrew.shore@artuk.org)

Deadline: 9am, Wednesday 17 October 2018

If you have not heard from us within two weeks of the closing date, please consider your application unsuccessful.

Interviews will be held on Friday 26 October 2018 at our head office in central London.

Applicants invited to interview will be asked to undertake a writing test. Full details will be given to the successful shortlisted candidates.

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**LOTTERY FUNDED**