

Dear Applicant,

Thank you for your interest in the **Communications Assistant** vacancy at Out There Arts.

Within this pack you should find the following detail to aid in your application:

- An Introduction to Out There Arts
- Job description and person specification
- A link to the [Application Form](#)
- A link to the [Equal Opportunities Monitoring Form](#)

Further information about Out There Arts' work is available on our website www.outtherearts.org.uk

The closing date for applications to this post is **Friday 6th December** with interviews to take place on **w/c 9th December**.

We look forward to receiving your application.

Yours sincerely,

Marcin Rodwell - Communications and Audience Development Manager

marcin@outtherearts.org.uk

Introduction to the SeaChange Trust T/A Out There Arts

The SeaChange Trust was established in 1997 and is an independent arts organisation (company limited by guarantee and registered charity). It has a service level agreement with Great Yarmouth Borough Council for the delivery of an arts development function to develop Great Yarmouth as an International Centre of Excellence for circus and outdoor arts creation, training and delivery. In April 2015 SeaChange joined the Arts Council's National Portfolio of Organisations.

Out There Arts - National Centre for Outdoor Arts & Circus

UK sector leaders in the creation and development of high quality ambitious outdoor work and contemporary circus.

Out There Arts has a 27 year track record of producing a range of high quality, large scale public events and spectacles including Out There Festival (now in its 17th year). Out There Festival is one of the largest Festivals of International Outdoor Arts & Circus in the UK attracting over 60,000 visitors and delivering a £3.2million economic boost to the town each year.

Out There Arts delivers a year round programme of transformational, innovative and outstanding opportunities for professional artists & local communities through creation residencies, commissions, youth circus, educational & creative projects, world class outdoor events & festivals.

The Out There Arts team is based in offices located in the Drill House, York Road, Great Yarmouth. Having recently completed some major refurbishment works, The Drill House provides a large creation space which is used by performing artists for training and the creation of new work, and by community groups through a range of participatory activities and as a venue for events of varying scale. During the annual Out There Festival the Drill House becomes the festival hub and as such is used as a base by many visiting artists as well as a performance venue.

Our work encompasses:

- The Drill House Complex – a Grade II listed historic building in Great Yarmouth with 800 audience capacity. A Creation Centre housing artists in residence, participatory activities and events with recently refurbished ancillary workshops and education spaces
- The Ice House - a Grade II listed historic building on Great Yarmouth Quayside, purchased in 2022, is undergoing a restoration and development scheme and will become a flagship venue and circus training facility
- Out There International Festival of Street Arts and Circus – now approaching its 15th edition, is one of the largest festivals of its kind in the UK attracting 65,000 audiences each year
- Fire on the Water - A newly developed festival of fire featuring artist commissions and community participation – 35,000 tickets were sold in 2022.
- A growing year round programme of schools and community outreach and engagement activity, arts / heritage projects, cultural events and commissions
- Extensive international and national network of partnerships

Further information is available at www.outtherearts.org.uk

THE COMMUNICATIONS ASSISTANT ROLE

This is an exciting opportunity for a proactive and creative self-starter to join Out There Arts' communications team. If you're enthusiastic, collaborative, and have a knack for storytelling, this role could be perfect for you. Whether creating social media posts, crafting engaging content, or writing impactful stories, you'll play a vital role in sharing our mission with key audiences engaged with Out There Arts and The Ice House.

Reporting to the Communications and Audience Development Manager, you'll be responsible for developing and adapting content to engage target audiences across multiple channels, including digital, print, media, social, and web. You'll take an active approach to tailoring content to align with our marketing strategies, enhancing the audience experience.

In this role, you'll help boost social interactions, support our projects and events, and drive engagement and advocacy.

This role would suit someone looking to start or build their career in the communications field or charity sector to develop experience in developing content, writing and charity campaigning.

JOB PURPOSE

- Work with the Communications and Audience Development Manager and the Communications and Outreach Coordinator to develop and deliver communications content across our priority channels - digital, print, media and social.
- Ensure consistent standards of quality and accuracy, maintaining cohesion and impact throughout our communications.
- Maintain Out There Arts' website with fresh, dynamic, and innovative content that resonates with our audiences.
- Assist in the delivery of an informative and innovative interpretation plan surrounding the historic Ice House

MAIN RESPONSIBILITIES

- Support the daily management of Out There Arts' social media channels, including Instagram, Facebook, and TikTok. Contribute to planning and maintaining the content calendar, crafting and sharing both timely and evergreen content to drive positive engagement and build advocacy.
- Work closely with the communications team to produce event and project led newsletters and manage the subscriber database.
- Develop engaging written, photographic, graphic, and video content that aligns with Out There Arts' objectives and adheres to our brand and tone guidelines.
- Support the development of The Ice House's branding and tone for the new venue.

- Assist in the planning and presentation of The Ice House's interpretation content.
- Create legacy focused media via videographic and photographic content, focussing on The Ice House.
- Help to manage Out There Arts' media library, ensuring the team have access to the most impactful photos and videos for their needs
- Assist in creating and presenting quarterly reports, analysing key data and headline stats working alongside the Communications and Audience Development Manager.

GENERAL DUTIES

- Support the wider team with administrative duties that contributes to the smooth running of the organisation
- Actively contribute to team and organisation meetings

PERSON SPECIFICATION

Essential

- Strong interest/experience in creating content for digital channels
- Good understanding of the digital landscape and its trends
- A keen writer, with an eye for creative copywriting and editorial skills
- Able to write to different audiences. The ability to create accessible and engaging content
- Strong administrative and organisational skills
- Good working knowledge of Office 365, including Word, Powerpoint, Excel.
- Good IT and software skills
- Passion for culture and arts
- Ability to manage a varied workload and work to deadlines
- Able and willing to work out of office hours (evenings, weekends and public holidays) if required.

Desirables

- Video editing experience/interest with various NLE suites (Premiere Pro, Da Vinci Resolve etc)
- Experience or willingness to learn Adobe Creative Suite, Affinity Suite or similar
- A good understanding of the arts and cultural sector

- An interest in the outdoor arts as an artform
- Experience of using scheduling tools such as Hootsuite
- Understanding and/or experience of SEO

Out There Arts are keen to promote training and opportunities. Out There Arts will aim to make the most of any opportunities the candidate can learn additional skills and provide development opportunities where appropriate.

Out There Arts are an equal opportunity employer and welcome applications from all sectors of society. We promote equality and diversity and challenge discrimination by engaging artists and audiences currently underrepresented in the arts community; particularly responding to issues around race, heritage, ethnicity, faith, disability, neurodiversity, age, gender, sexuality, class and economic disadvantage and any social, educational and institutional barriers.

APPLICATION PROCESS

Variations to Job Description

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the organisation. We recognise that candidates may sometimes not meet all of our requirements, if you like what you've seen, we would still like to hear from you.

To apply:

Please fill out the application form: <https://forms.gle/cxZKhkoC6xgDJais9>

We also accept video applications if you would prefer it to the application form. Please email your video to marcin@outtherearts.org.uk

Equal opportunities monitoring: As part of our commitment to quality, diversity and inclusion, we monitor the diversity of our workforce and applications to help us review the effectiveness of our policies and procedures. To help us with this, please complete the Equal Opportunities Monitoring Form that can be found here: <https://forms.gle/9s7U8k72Cfhnzt7J9>

Salary: £12.50 - £15 (Depending on experience)

Hours: 30 hours per week, over four days (flexible between Mon - Fri)

Reporting to: Communications and Audience Development Manager

Job type: Part time, contracted until May 2025

Work location: The Drill House, York Road, NR30 2LZ, Great Yarmouth

Application deadline: 6th Dec

Interviews: w/c 9th Dec

The application form is the first stage of the recruitment and selection process and is a key element in being considered.