

**THE ART FUND
JOB DESCRIPTION**

Job Title	Head of Press
Salary	c. £40,000 - £45,000
Department	Communications
Reports to	Director of Communications
Purpose of Role	
<p>The Head of Press will widely communicate Art Fund’s work as the national charity for art through highly impactful media relations campaigns and activity realised with our partners. They will implement and evaluate Art Fund’s PR, communications and public affairs strategy, working in close collaboration with the Director of Communications and other key staff members.</p> <p>They will work with our hundreds of museum and gallery partners across the UK to publicise how Art Fund’s support has helped them do more: from working in new and innovative ways to buying, commissioning or conserving works of art, to sharing them across the UK, to providing funding and opportunities for curators. They will contribute to the fundraising activities of Art Fund through supporting media relations campaigns for projects on our crowdfunding platform Art Happens to ambitious public appeals to help save important works of art, as well as servicing benefits to projects sponsors and supporters. To help maximise our impact and income by inspiring more people to see art through the National Art Pass and conveying the Pass’ charitable benefits, they will oversee earned media coverage for this and related products.</p> <p>The post holder will be skilled at managing and getting the best from external PR agencies, freelancers, suppliers and partners. They will be confident creating position statements and Q&As, briefing media, managing complex media enquiries, and preparing senior staff for interviews, being keenly attuned to reputational risk. They will also work closely with colleagues on Art Fund’s work lobbying for positive changes to policies to better protect UK museums and their collections.</p> <p>The Head of Press also plays a key role in helping shape and deliver the communications campaign for Art Fund Museum of the Year, the largest museum prize in the world. This flagship project advocates for the importance of museums and encourages everyone to visit and celebrate them through high profile media coverage, partnerships and content. The post holder will be thoroughly involved in all aspects of Art Fund’s work and be a ‘go to’ person for members of the media and the internal staff team for their wide knowledge of the sector and our support. They will work closely and collaboratively with other members of the Communications team to actively contribute to a communications and content strategy which serves the needs of the organisation.</p>	
Key Accountabilities	
<p><u>Media relations</u></p> <ul style="list-style-type: none"> • Develop, manage and deliver proactive and creative media relations campaigns for Art Fund supported museum activity and projects, the National Art Pass and related products, and for fundraising and appeals • Liaise with grant recipient museums, partners and funders on announcements and communications strategies for funded projects, works of art and objects • Act as the lead for media relations for Art Fund Museum of the Year, actively contributing to the shared strategy for the prize’s communications and working closely with our appointed agency and media partners • Work closely with Communications, Programmes, Marketing and Development teams to ensure all campaigns are co-ordinated and achieve as much positive coverage and interaction with key stakeholders as possible 	

- Work collaboratively with the Programmes team on policy, public affairs and Art Fund campaigns to bring about positive change in the museums sector
- Organise press conferences, briefings, photo-calls and other media events
- Draft or contribute to well-written and informative press materials including press releases, briefing documents, invitations, quotes and Q&As and source or commission assets such as photography
- Keep up-to-date on relevant press stories and developments in the media, anticipating opportunities to enter topical debate and to comment
- Draft persuasive comment and Q&As in response to topical issues, and prepare senior staff for media interviews

Management

- Manage campaigns and outputs being delivered by external agencies and freelance staff on Art Fund Museum of the Year, the National Art Pass, public fundraising appeals and other activity
- Help supervise the work of the Communications Assistant in managing smaller-scale announcements and campaigns as well as monitoring and evaluating media coverage
- Project manage cross-organisational projects as and when necessary
- Manage the press and corporate communications budgets to ensure spend is effective and within agreed budget

Press office management

- Provide a fast and efficient response to media enquires
- Develop our media database to ensure strong and successful relationships across all media to ensure Art Fund has an extensive and relevant network of contacts divided into suitable subsections
- Media monitoring – ensuring an effective system is in place to capture and evaluate media coverage for Art Fund and related interests
- Flag upcoming announcements and ensure our announcements are in various clash charts and arts diaries, as well as running internal planning diary

Digital

- Survey the potential of new digital media opportunities for Art Fund attention from influencers to podcasts to advise on an implement the most effective strategies
- Work collaboratively with Art Fund's in-house digital team to ensure there is an integrated approach across owned and media platforms
- Ensure artfund.org is updated with news and announcements and contribute to editorialising of Art Fund programme and activities

Reporting

- Oversee distribution of the daily round-up of arts news compiled by the Communications Assistant
- Ensure the logging and evaluating of all press coverage and creation of press clippings books and reports is managed internally by the Communications Assistant
- Set targets and measure results for press coverage, in agreement with Director of Communications

Administrative and other

- Contribute to the 'Funded' section of Art Quarterly with news of Art Fund supported projects and initiatives
- Present on media relations at Art Happens and Art Fund Museum of the Year project collaboration days
- Deputise for the Director of Communications at relevant meetings as needed

- Represent Art Fund at press launches and other events organised by Art Fund and museum and gallery partners
- To actively participate in the wider life of Art Fund
- To undertake other duties as requested by Art Fund from time to time

Reporting Lines

Direct report to Director of Communications

Close working relationship with:

Director, Head of Content, Editor of Art Quarterly, Director of Marketing and Membership, Director of Programmes and Policy, Senior Marketing Manager (Museums), Senior Marketing Manager (National Art Pass), Head of Individual Giving, Advocacy and Policy Manager, Communications Assistant, Social Media and Digital Content Producer, Editor and Writer

PERSON DESCRIPTION

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent or equivalent experience 	
Knowledge	<ul style="list-style-type: none"> • Good understanding of visual arts and the museum/gallery world • Understanding of the press and the changing media landscape • Strong contacts in arts media 	<ul style="list-style-type: none"> • Understanding of influencer marketing • Experience of paid for content/advertorial • Contacts in consumer media
Skills/Abilities/Competencies	<ul style="list-style-type: none"> • Strong ability to write clear, concise and engaging press materials • Ability to work to tight deadlines, in a high pressured environment • Excellent interpersonal skills 	<ul style="list-style-type: none"> • Database skills and management • Use of social media as platform for publishing, influencing and networking
Experience	<ul style="list-style-type: none"> • Demonstrable experience in a senior press relations role, managing several projects simultaneously • Proactive and reactive media management • Successful relationship building with a wide range of journalists • Effective management of a press office • <i>Crisis PR</i> • Line management 	<ul style="list-style-type: none"> • Budget management • Agency and supplier management • Uploading content to CMS •
Personal Attributes	<ul style="list-style-type: none"> • Highly organised with excellent attention to detail • Ambitious, hardworking and creative • Drive to achieve varied and high profile coverage • Team player • Proactive • Able to work flexible hours when required 	<ul style="list-style-type: none"> • Interest in art and its potential to inspire and excite the public