

# GLASGOW INTER- NATIONAL

## **Online Content Editor** (freelance, temporary)

Closing date: Midnight, Wednesday 20<sup>th</sup> September 2017  
Interview date: Monday 25<sup>th</sup> September 2017  
Term: October 2017 – May 2018 (approximately 40-50 days)  
Fee: In the region of £5,000.

## **About Glasgow International of Contemporary Visual Art:**

Glasgow International Festival of Visual Art (more commonly known as GI) is a biennial city-wide, multi-venue, festival that takes place over 18 days in April/May in every even year. After seven successful editions, it is still a young festival on an amazing growth trajectory; well established on the international scene and considered a vital event in the national and international calendar.

The festival takes place in Glasgow's major museums, institutions, galleries, temporary venues and public sites right across the city. The festival now comprises c85 exhibitions, c175 events across 75 venues and spaces in the north, south, east and west of the city. The Festival also includes events, performances, talks, tours, workshops and screenings. Approximately 90% of the programme is free of charge.

The 2018 programme will be a hybrid of commissioned and curated work led by our new Director, Richard Parry, and projects led by the wider artistic community who live and work in the city.

*'The UK's best visual arts festival. Forget Edinburgh, forget Liverpool: this is the one.'* (The Guardian)



## **About the Role:**

GI has an exciting opportunity for a bright, creative and energetic individual to join our small team as Online Content Editor. Working on a freelance basis, the role will develop and deliver high quality, engaging content for the 2018 edition of the festival's web and social media platforms.

You will have a proven track record of working with digital content and copy and will have at least 2 years' experience of sourcing, commissioning, creating and editing content across web and social media channels. You will be an excellent online communicator and will be fascinated by all things digital content and social media related.

Alongside our Marketing Manager and Festival Coordinator, you will be instrumental in the delivery of our online communications, contributing to the strategic development and implementation of our plans in the run up to, and during the festival. You will be a strategic thinker, able to bring innovative ideas to the table, and will also be a highly organised individual with an eye for detail. You will lead on building the programme and listings pages on the festival website and content relating to the festival programme, history and participants.

## **Key Tasks:**

### **Editing content for web and online platforms: (c60%)**

- Build festival event listings for all events (c175) and exhibitions (c80), as well as update all supporting web pages.
- Review, proof and edit content to ensure accessibility and usability.
- Support festival participants prepare and write website ready content.
- Audit and monitor content on the website to ensure it is aligned with the editorial policy and online principles.
- Ensure all editorial content on the website is well optimised for natural search.

### **Development and implementation of online and social media strategies: (c40%)**

Working closely with the wider team:

- Devise, develop and implement digital engagement strategies and social media campaigns to cover the festival website and social media platforms, in collaboration with the Marketing Manager and wider GI team.
- Develop weekly and monthly online and social media engagement plans that will attract and increase key audiences.
- Proactive communications with key teams to identify content and ensure effective messaging and tone of voice across online channels.
- Produce specific content to target audiences through digital platforms, predominantly the festival website and social media platforms.
- Develop online style guidelines for the organisation and for participants of the festival.
- Develop e-blasts and digital announcements.
- Organise and deliver editorial projects
- Identify future development opportunities for the festival website, including digitisation of archive content.
- Lead on monitoring digital audience engagement, from the festival website, social media and other platforms.
- Analyse online engagement; identify successes, patterns and opportunities and feed research and findings into robust evaluation and reporting processes which can be built on with each festival.

## **Essential Skills and Experience:**

- At least two years' experience working in a communications, digital, social media or marketing role.
- Experience of producing compelling, consistent content (copy, blogs, gifs, films etc.)
- Experience of using web content management systems and other software relating to web content creation.
- Confident in using a range of social media platforms.
- Demonstrable experience managing large volumes of online content.
- Digital content experience in arts or events sector.
- Experience of proofreading and editing online content.
- Demonstrable experience of targeting a wide range of audiences through development of appropriate/targeted content.
- Understanding of usability and accessibility on online platforms.
- Excellent computer skills including working across mac and pc platforms, and familiarity with CMS and CRM systems.
- Proven experience of ensuring editorial is consistently produced with the appropriate tone to suit the requirements of different audiences.
- Experience of collating audience statistics from sources including google analytics and others, for reporting purposes.
- Confident in collecting and analysing data to make content decisions and reviewing the success of different approaches.
- Working knowledge of issues in a web environment such as copyright, privacy and website accessibility.

## Person Specification:

### Essential

- First rate communicator, both in person and in writing (particularly focused on web and social media)
- Enthusiasm for the latest trends in digital media.
- Good communication and influencing skills.
- Accuracy and excellent attention to detail.
- Highly organised, with ability to work well under pressure, meeting deadlines.
- Tactful and diplomatic.
- Passionate about contemporary visual arts
- Understanding of how to write about arts content in an intelligent, clear and engaging format.
- Highly motivated, enthusiastic and energetic
- Excellent accuracy and attention.
- Flexible.

### Desirable

- Familiar with Adobe InDesign, Wordpress, SurveyMonkey)
- Understanding of SEO, Google Analytics.
- Educated to degree level (or equivalent qualification) in arts related subject, or equivalent experience in arts or cultural organisations.
- Evidence of managing team members, interns or volunteers
- Experience of event management or working within a festival context.

### Key Dates:

16 <sup>th</sup> October 2017	Programme announcement
	Participant copy deadline
November 2017	Guide copy completed
January 2018	Full Programme Announcement
	Additional event listings submitted and made live
April 18 <sup>th</sup>	Press preview
April 19 <sup>th</sup>	Previews
April 20 <sup>th</sup> to May 7 <sup>th</sup>	Festival

### Scope of Contract:

The work pattern is negotiable but will fluctuate around key milestones in the lead up to, and during, the festival. At times this will be full-time and will require time spent in the Glasgow International office. The role is overseen by the Festival Coordinator and work closely with the wider team.

- Fee in the region of £5,000.
- October 2017 – May 2018 (approximately 40-50 days)

### How to Apply:

Please send your CV and a letter of application no longer than 2 pages in length outlining how your experience meets the role and person specification by midnight on Wednesday 20<sup>th</sup> September 2017. Please also indicate when you are able to start, your daily rate and how many days you can commit to the role in order to deliver the tasks outlined above.

Applications should be addressed to Emma Flynn, Festival Coordinator and emailed to [emma.flynn@glasgowinternational.org](mailto:emma.flynn@glasgowinternational.org). This should be formatted in one document with the file name including the applicants full name.