The NewBridge Project

Thank you for your interest in working with us at The NewBridge Project and in the role of **Communications Producer.** The closing date for applications is **Monday 29th July**.

The Communications Producer will lead on all marketing and communications activity for The NewBridge Project, working with the Director and Programme Director on the communications strategy for the organisation.

The Communications Producer will work closely with our team to tell stories about NewBridge and our programme, share our activities, create visibility for the organisation and the artists we work with, and connect with people both locally and further afield.

We are keen to meet candidates who share NewBridge's values and commitment to supporting the artists and communities we work with. We are looking for a highly organised, proactive, and dedicated individual, who has direct and transferable experience in leading marketing and communications activity, and who is excited about working in an artist and community-led space/environment.

We encourage applicants from all backgrounds to apply who have experience and skills that would support you to do this role.

This job pack includes:

1. Important dates and information about the job
2. Description and overview of the job
3. Skills and experience that we are looking for
4. How to apply:
    - Details and guidance on how to apply
    - Selection process
    - Interview
    - Further support and queries
5. Background information about The NewBridge Project

We want to be as transparent and accessible as possible throughout all stages of recruitment, so please do get in touch with us, or sign up for a one-to-one chat as part of our open day if you have any questions about the role and application process.

We look forward to hearing from you soon,

Rebecca Huggan,
Director

Beverley Bennett, *Simon Says Dadda,* 2023. Image Credit Matt Denham

1. Important dates and information

Title:	**Communications Producer**
Deadline:	**Monday 29th July**
Interview Date:	**Wednesday 7th August**
Salary:	£27,900 pro rata
Hours:	4 days a week
Contract:	Beginning as soon as possible; 1 year contract with likelihood of renewal - 3-month probation period. - 2-month notice period
Location:	Your usual place of work will be The NewBridge Project, Shieldfield Centre, 4-8 Clarence Walk, Newcastle upon Tyne, NE2 1AL The role may also include some off-site work.
Working with:	The role will involve working collaboratively with the rest of the team at The NewBridge Project

	You will be line managed by Studio & People Manager, Ruby Glover.
Working day:	Usual office hours are Monday – Friday, 10am – 6pm, and The NewBridge Project is open to the public Wednesday – Saturday, 12-5pm. The staff team take it in turn to work Saturdays, which normally amounts to one Saturday every 6-8 weeks. You may be expected to work some evenings and weekend when events are taking place. We operate a Time Off in Lieu policy for out-of-hours work.
Flexible working:	We are aware that you may have other personal and/or work commitments. We are happy to work flexibly around these, as long as they do not impact on our lone-working policy, and can discuss options such as compressed hours, and some time working from home depending on individual circumstances. We can discussion this at interview but do get in touch if you have any questions prior to application.
Equal Opportunities & Diversity	As an organisation we are committed to ensuring an equality of opportunity throughout our recruitment process, and actively welcome applicants from any race, nationality, ethnicity, religion, socio economic background, sexual orientation, age or disability. We are committed to developing as an organisation and to better reflect the communities we engage with through our work. In particular we welcome and encourage applications from people who are d/Deaf or disabled, who are working class or from a low socio-economic background, and/or are from the global majority, who are currently underrepresented across our organisation.

2. Description and Overview of role

About the role

The Communications Producer will lead on all marketing and communications activity for The NewBridge Project, working with the Director and Programme Director on the communications strategy for the organisation.

Alongside strategy development, this is a hands-on role delivering the strategy. The Communications Producer will work closely with our team to tell stories about NewBridge and our programme, share our activities, create visibility for the organisation and the artists we work with, and connect with people both locally and further afield.

We are keen to meet candidates who share NewBridge's values and commitment to supporting the artists and communities we work with. We are looking for a highly organised, proactive, and

dedicated individual, who has direct and transferable experience in leading marketing and communications activity, and who is excited about working in an artist and community-led space/environment.

Main tasks and responsibilities

Strategy development

- Work closely with the Director and Programme Director to shape a strategic plan for marketing and communications for NewBridge
- Feed into the Audience Development plan to ensure communications are reaching different constituents and communities locally, nationally, and internationally
- Further develop and embed best practice for accessibility and environmental care across our communications
- Responsively evaluate the success of our communications reach and impact, including engagement figures and analytics information, and use this knowledge in future communications plans

Delivery

- Work with Director (or who will line manage) to ensure marketing is delivered within budget
- Develop and oversee a marketing timeline
- Support the team to develop comms content and to create campaigns targeted at specific audiences by providing guidance, examples, and copywriting support
- Collate information from all staff about upcoming programme and activity – this will involve bringing together images, copy, and editing with the team
- Proofread all copy
- Work with translators to translate copy into other languages as needed
- Ensure our comms are accessible to a wide range of people, audiences, and communities
- Ensure GDPR compliance across our website and mailing list
- Ensure external digital and print listings are up to date

Press/PR

- Work with Director and Programme Director to build our relationships with press contacts and writers, locally and nationally
- Identify key opportunities for press coverage and profile-raising features
- Recruit and manage the work of freelance press/PR organisations, writers and other freelancers
- Coordinate information ready for press releases, website and e-newsletters
- Plan PR approaches and send out press releases to contacts and listings

Website

- Lead on the planning, creation, and maintenance of content on the website, ensuring copy and activity is up-to-date and builds on the communications strategy
- Ensure that the website is optimised for SEO and best user experience
- Conduct a monthly website audit, checking pages are live, links working
- Induct new staff members on how to use website
- Support bookings for events (through website WooCommerce facility)

Email and Social Media

- Lead on the development and delivery of social media campaigns, stories, and posts
- Support the team to create new content for social media, website, and digital newsletters
- Create and schedule email campaigns and regular e-newsletters

Print

- Work with the Programme Director and team on print media, commission designers/artists (where possible) and coordinate printing and distribution of print communications
- Use Photoshop (basic use only) to create printed programme information to be distributed at the Shieldfield Centre
- Work with NewBridge staff team to ensure marketing materials are available in our building
- Organise print material in the building and on notice boards (leaflets for NB and other organisations) – keeping it neat and up to date

Digital Content/Programmes

- Support with visibility for our online programmes and toolkits
- Coordinate documentation of exhibitions and events with programme staff
- Maintain our archive of documentation on digital storage platforms and external hard drives

Members, Studios and Partners

- Coordinate marketing and sharing of opportunities for artists
- Send regular updates to members when required
- Collate regular newsletters to be shared with network to promote NewBridge members work
- Sharing of opportunities for artists from other partners and organisations
- Ensure signage and communication of activity in the building is up-to-date and effective.

Other

- Adhere to and uphold to all NewBridge's procedures and policies – including Health & Safety in our building.
- Act as a point of contact for studio members and the public when working in the building.
- Along with all staff, work 'Front of House' as necessary including working in the bookshop, invigilating the gallery and events.
- Provide a friendly and warm welcome to visitors as well as information on the current and upcoming exhibitions and events.
- Keep up to date on email communication.
- Keep the building clean and tidy.
- Provide support to the Director and Programme Director and other team members where necessary.

---

3. Skills and experience we are looking for

We don't expect people to have direct experience of everything on the role overview – we encourage applicants from all backgrounds to apply who have either direct and/or transferrable skills and experience that would support you to do this role. If you have other skills, passions or strengths that would make you well suited to the role, but which aren't included in the list below, please tell us about them in your application.

Experience and Knowledge

Essential

- Experience in a marketing/communications role
- Experience in creating content for different platforms, including web, social media, print and press
- Experience of writing copy that targets and engages a broad range of audiences
- Experience of managing budgets
- Knowledge of the cultural sector and visual arts

Desirable

- Experience in developing and delivering press/PR campaigns
- Good press and media contacts knowledge
- Experience/understanding of developing content that is accessible to a broad range of audiences/access needs

Skills

Essential

- Excellent communication skills
- Exceptional written communication skills, with the ability to adapt style and writing to different audiences, stakeholders and press
- Excellent attention to detail
- Excellent organisational skills, with the ability to show initiative, work under pressure and manage multiple priorities
- Good level of computer literacy, including Microsoft Word, Excel and able to learn quickly when using online platforms and systems
- Ability to work as part of a small, committed and mutually supportive team – working collectively toward shared aims, objectives and values
- Ability to build and nurture strong relationships

Personal Attributes

Essential

- A good listener, who can communicate with a range of people
- Friendly and welcoming manner
- Organised and methodical in your approach to work
- Motivated and enthused by NewBridge's work, values and aims
- Commitment to diversity, equity and inclusion, environmental sustainability and social justice

---

4. Information & Guidance on how to apply/selection process

The deadline for applications is Monday 29 July, 12noon

All applications must be sent to **applications@thenewbridgeproject.com** with the subject heading *Communications Producer Application*

We have a number of different ways to apply for this role. You can do this through:

- A single PDF document containing the information outlined below
- A video or audio file containing the information outlined below
- A mixture of written and video or audio application (e.g. an audio application but written Equal Opportunities Form)

If you require any adjustments to the recruitment process, please contact us directly so we can discuss how to support you in your application.

Please read this job pack carefully before applying – the job description and skills outlined should help you to make a strong application.

In your application (whether written, audio or video) please include the following:

A. Statement (no more than 2 A4 pages or 4 minutes in total) including the following:

- Your name
- Your pronouns - tell us how you like to be referred to such as she/her, he/him, they/them
- The job you are applying for
- Any access requirements or adjustments you want us to know about

- **Why you want this role?**

  - *This is the most important part of your application – and we use the statement (without CV) to inform our initial shortlisting.*

  - *Think about the role and the organisation – what interests you about NewBridge? What about this role appeals to you? What do you hope to get out of this role?*

    Tell us how you would approach the role Communications Producer at NewBridge, and what you would like to bring to the role and organisation.

- Tell us how you are a good match for the skills and experience we are looking for.

  - *Tell us about any relevant work, education, training, skills and experience you have in relation to the information we have provided in Sections 2 and 3. What skills, experience and attributes would help you to do the job? How does current or recent work and experiences match the criteria for the role?*

B. CV (no more than 2 A4 pages or 3 minutes) including the following:

- Name, address, up to date contact information (phone and email)
- Any relevant experience (education, trainings, jobs, volunteering, life skills)
- Please include background such as roles, responsibilities or projects for specific items on your CV.
- 2 references

C. Equal opportunities and diversity monitoring form

We ask all applicants to complete our Equal Opportunities Form, which helps us monitor the diversity of our organisation and our work. Your responses will be treated with full confidentiality. If there are any questions you would rather not answer, please just tick 'prefer not to say' or skip to the next question.

Selection process

Applications will be assessed by at least two members of the NewBridge team and a Board member, and use a matrix based on the answers given in your statement or audio/video application. This scoring matrix is based on the skills and experience outlined in section 3, and how well you demonstrate your ability to carry out the responsibilities in section 2.

We will primarily use your statement for our assessment so please ensure any information you want us to see is in your statement rather than your CV.

Equal Opportunities monitoring information may be taken into account at final shortlisting stage to help us achieve our diversity and inclusion goals. This is part of our commitment to taking positive action to achieve equality of opportunity throughout our recruitment process.

Interview

Interviews will be held **Wednesday 7th August**. *Please indicate in your application if you cannot make this date*.

If you are shortlisted for interview, we will contact you via email, giving full details of the time, date and who you will be meeting at interview. We will also provide you with the main questions you will be asked in advance, though we may ask some follow up questions during the interview.

Getting in touch

If you're thinking of applying for the role but still have some questions, we are holding an **Online OPEN DAY** on Tuesday 9th July, where you can sign up to have a chat with Fran (Programme Director) about the role. **Please sign up for a slot HERE.**

Once your appointment is confirmed we will email you a zoom link, or we will request a phone number to reach you by telephone if you'd prefer.

We are also happy to try to arrange a time on another day if the 9th July doesn't suit you.

We can also answer written questions via email, please send your query to applications@thenewbridgeproject.com with the subject heading *Communications Producer Query*. Please don't leave it too late with any questions though, so we can make sure we have time to get back to you.

The Dye Garden, Katie Pollard, part of *For Solidarity*, The NewBridge Project, Shieldfield, 2022

5. Background information about The NewBridge Project

The NewBridge Project is an active artist-led community that supports artists, curators and communities through the provision of space for creative practice and an ambitious artist-led programme of exhibitions, commissions, artist development and events.

Our programme builds solidarity with the people around us, and is community-centred, experimental, collaborative and socially conscious at its heart. We work with our studio members, the wider artistic community and our neighbours to create a programme that responds to their needs and those of the local environment.

Our main areas of activity are:

NewBridge Exhibitions and Commissions

The NewBridge Project supports artists to produce new commissions, exhibitions, events, performances and screenings, generating an exciting programme of contemporary art that engages with the world around us.

We aim to deliver an artistic programme that is artist-led and experimental in its approach. NewBridge staff work alongside a Programme Committee to shape and deliver an artistic programme with a diverse curatorial voice, which supports the production and presentation of new artwork through exhibitions, commissions, off-site projects, our bookshop and events.

As well as stand-alone projects and commissions, we explore broader themes over long periods which inform one-and-other, and the way we develop our public programme and organisation. These have included, *Hidden Civil War*, which explored austerity and inequality in the wake of the EU referendum; *Deep Adaptation* which considered how social, political and economic issues could be understood in relation to climate change; and *For Solidarity*, an ongoing project which has mapped and established a network of organisations, communities and individuals who are working toward social and climate justice, and exploring alternatives to the mainstream economic system.

Artist Development

We have three strands of artist development, which together provide support for artists at all stages of their careers and from all backgrounds to develop new creative and professional skills and experience.

- ***Practice makes Practice*** is a rolling programme of events, workshops and opportunities that help people to build new skills and develop their careers. We plan this programme in response to needs and interests of our members and the wider creative community.

- ***The Collective Studio*** is an annual development programme for early-career artists or recent graduate artists. It provides participants with affordable studio space, opportunities to test out new ideas, and access a training programme of events, mentoring and socials.

- ***Create / Disrupt* –** A new development programme which supports those with no university degree and / or who face barriers to developing their artistic skills or a creative career. This programme includes free, skills workshop, and dedicated programme co-created by a cohort of participants.

Studios & Workspace

The NewBridge Project offers studio and workspace to artists at any stage of their career. Our studios are a community, where social interaction and conversations support artists to work together, discuss new ideas and make exciting new work.

The NewBridge Project provides affordable and accessible studio and project spaces for artists and creatives in the North East. The workspace is a critical and collaborative community, that allows artists to discuss and develop new ideas and projects. We have recently moved to a new building at the Shieldfield Centre, which is home to around 110 artists. The space houses studios, co-work spaces, member-led workshops, flexible project spaces for making and presenting work, and our public gallery space and bookshop.

Space and Community

The NewBridge Project creates a welcoming and public space, and we aim to provide a resource for the creative and local community alike. This includes a programme of cultural, social and education activity including events, creative workshops and communal meals.

We are proactive in listening and learning from everyone we work with, from our studio members to the wider creative community, audiences, local communities, audiences and residents – so that we can ensure we are producing programmes and facilities that are relevant, timely and responsive to the interest and needs of the people we work with and place we work in.

We work in exciting, innovative and unique ways to develop and nurture relationships with individuals, communities and audiences, creating spaces for deep listening and learning.