

## Communications & Business Development Manager

Aspex is looking for a highly motivated individual with excellent communication and business development skills, and a passion for contemporary art and culture, to join our team.

### **Background and context**

Aspex is more than a gallery, it's a space for questions – creating conversations and cultivating connections.

The gallery has always specialised in supporting contemporary artists at an early stage in their career and is a showcase for new work being made at both a local and global level. Our track record dates back 30 years, with a long list of contemporary visual art's international stars getting an early break.

Established by a group of artists in 1981, Aspex was based in a converted chapel on Southsea's Brougham Road for 25 years. In 2006 the gallery relocated to the Vulcan Building, a former naval storehouse on the waterfront at Gunwharf Quays. The award-winning conversion of this stunning historic building provides an attractive setting for our exhibitions and events as well as a dynamic education programme. Last year we extended our reach onto the waterfront in Gunwharf Quays with the opening of the Lighthouse, a dedicated space for fun and innovative art workshops for toddlers to teenagers.

This year marks the beginning of a new era for Aspex, one in which we will move away from being a 'gallery' in the traditional sense, to a dynamic space for conversations, debate and engagement. Each programme season will start with a question. We will then host a series of exhibitions and events that will focus on encouraging communication around this overarching question. These activities will take place at the Vulcan Building, in the Lighthouse and throughout the city, often in partnership with other arts and cultural organisations.

The successful candidate taking up the new post of Communications & Business Development Manger will be joining the team at an extremely exciting period in Aspex's history and will have the unique opportunity to contribute to the organisation's development at this most crucial stage.

For further information about Aspex please see: [www.aspex.org.uk](http://www.aspex.org.uk)

### **Application procedure**

Applications should be received by Aspex no later than mid-day, **Tuesday 14 February 2012**.

Only hard copies will be accepted (no email or fax submissions, or CVs, please).

Please send applications to:

Vicky Chiswell, Project Co-ordinator (Admin), Aspex, The Vulcan Building, Gunwharf Quays, Portsmouth, PO1 3BF.

Interviews will take place **the week commencing 20 February 2012**.

If you have not heard from us by this date please assume that on this occasion your application has not been successful.

Aspex welcome applications from all members of the community, irrespective of gender, race, disability and age.

**COMMUNICATIONS & BUSINESS DEVELOPMENT MANAGER****Hours:** Full-time (35 hours per week)**Salary:** £18,000 per annum**Responsible to:** The Director**Line Management:** Project Co-ordinator (Venue)**Job summary:** You will be responsible for external communications, while also working closely with the Director and Management Team to ensure effective business development.**You will be responsible for:****PR & COMMUNICATIONS**

- The development and implementation of an effective communications plan to support the successful delivery of Aspex's Business Plan
- Co-ordinating and overseeing all PR activities on behalf of Aspex including press/media, print, advertising, listings and digital communications, ensuring the website, social media content and other digital resources are up to date, accurate and relevant.
- Undertaking market and audience research, monitoring and analysing data, and producing reports.

**BUSINESS DEVELOPMENT**

- Taking a pro-active role in the development of Aspex including promotion of income generating activities and fundraising, particularly through sponsorship.

**BUDGET MANAGEMENT**

- Managing the Marketing budget and overseeing the Café and Hire budgets.
- Working closely with the Finance Manager to ensure collection of data for annual reports and funding applications is completed within deadlines.

**LINE MANAGEMENT**

- Responsible for the management of the Project Co-ordinator (Venue).

**GENERAL**

- To be part of the rota of Duty Managers during daytime opening and special events including evenings and weekends.
- Undertaking all other appropriate duties for the effective administration and operation of the gallery as required by the Director.

The post holder will at all times carry out his/her duties with due regard to Aspex Visual Arts Trust's Health and Safety and Equal Opportunities policies.

All criteria are essential unless specified by (D) in which case they are desirable.

**Experience:**

- Experience in PR and marketing
- Managing budgets and of preparing monthly budget monitoring reports
- Previous work in a busy office environment
- Managing staff (D)
- Experience of fundraising (D)

**Knowledge & Skills:**

- Excellent organisational skills
- Excellent administrative skills
- The ability to work accurately under pressure and to deadlines
- Strong literacy and numeracy skills
- Good working knowledge of MS Office (excel, access and word) and good IT skills (including website development, social media and other digital marketing tools) and an aptitude for new approaches
- Good working knowledge of data collection methods and analysis
- Excellent communication skills, both written and verbal including the ability to communicate well with a wide range of people
- Be able to act on own initiative, manage your own time and prioritise workloads
- Ability to remain calm and work methodically under pressure
- Work productively and positively within a team
- Have a proactive and supportive approach with the managing of staff, volunteers and interns
- Be flexible and adaptable with the changing needs of the organisation
- Have a good knowledge and understanding of customer care, equalities & Health & Safety
- Ability to contribute creatively to the programme

**Application Form – Communications & Business Development Manager**

To help us to assess your application on a fair and equal basis alongside the other applicants please provide answers to the following questions.

All answers will be treated with the strictest confidence.

Name:

Address:

Post Code:

Telephone Number Home/Mobile:

Work:

Email:

How did you find out about this position:

**Further Education**

Name and Address of Institution

Course Attended

Dates

Qualifications

Any further professional training?			
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<b>Current Employment</b> Employer & Address	Position	Date Commenced
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Please give a brief description of your current responsibilities

How much notice are you required to give?
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<b>Previous Employment</b> Employer & Address	Position & Responsibilities	Dates From/to	Reason for Leaving

**Please supply the name and address of two referees who can support your application**

Name:

Job Title:

Address:

Telephone number:

May we approach this referee prior to a job offer?

Name:

Job Title:

Address

Telephone number:

May we approach this referee prior to a job offer?

**Please write below why you consider yourself a suitable candidate for the post.**

Please ensure that you address all the items in the Person Specification and clearly demonstrate your relevant experience and skills.

Please continue on one further sheet if required.

Is there anything else you think we should know to help us make our decision?

**Declaration:**

I declare that the information given in this application is truthful to the best of my knowledge

Signed

Date

**Application forms must be signed.**

## Aspex Visual Arts Trust - Equal opportunities recruitment monitoring

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Aspex strives to be an equal opportunities employer and is committed to ensuring that no job applicant is discriminated against on the grounds of sex, marital or parental status, religious or political beliefs, colour, race, ethnic origins, sexual orientation, age, disability or any other criterion not relevant to their prospective employment.

The completion of this form is voluntary, but we appreciate it when candidates take the time and trouble to do so, because the information it contains helps us to monitor and improve our equal opportunities policies and procedures.

This information will not be used during the selection process and will be separated from the application form on receipt and securely stored. It will be treated as strictly confidential and used for statistical monitoring only.

Post Applied For:
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Gender (male, female):

Date:

Age:  16 – 24 years       25 – 40 years       41 – 55 years       55+ years

Please indicate how you describe your ethnic origin by ticking the appropriate heading below:

**White or White British**

English   
Scottish   
Welsh   
Irish   
Other please specify

**Black or Black British**

Caribbean   
African   
Other please specify

**Mixed Race**

White & Black Caribbean   
White & Black African   
White & Asian   
Other please specify

**Asian or Asian British**

Indian   
Pakistani   
Bangladesh   
Other please specify

**Chinese or other ethnic group**

Chinese   
Other please specify

Where or how did you hear about this post?

Do you consider yourself disabled? (Yes, No):

I understand that this information may be stored and processed as part of the organisation's monitoring of equal opportunities and as part of the recruitment procedure and I agree to the use of this data.

Signature:

Date: