

# Digital Communications Assistant

## Kettle's Yard

Deadline: Wednesday 22<sup>nd</sup> May 2024  
Job Reference: DC41482



## Digital Communications Assistant

### Salary:

£23,144- £25,742

### Contract:

Full-time.

Fixed-term, 4 years

### Location:

Cambridge

### Faculty / Department:

Kettle's Yard

### Reports to:

Communications Manager

### Role Overview

Kettle's Yard is a house with a permanent collection of over 1500 art works and a gallery presenting a changing programme of exhibitions and displays, focusing on 20<sup>th</sup> and 21<sup>st</sup> Century art. The public programme encompasses research, talks and events, publishing, chamber and new music, learning and projects with artists and local communities. Kettle's Yard has an international reputation for the quality and scope of its activities. Kettle's Yard's mission is to contribute to society by inspiring and engaging audiences through art, learning and research of the highest quality. Kettle's Yard is one of the eight University of Cambridge Museums. An Arts Council England 'National Portfolio Organisation', Kettle's Yard relies on earned income and the support and generosity of trusts, foundations and individual supporters to conserve the House and collection and undertake its public programme. Following an £11m building project, Kettle's Yard reopened in 2018 with state of the art galleries and new spaces for research, learning, the archive, café and shop.

The remit of this roles is to support the smooth running of the Communications team, with a particular focus on digital, including:

- Digital marketing of Kettle's Yard activities encompassing exhibitions, music, education and the unique collection using appropriate digital communications channels.
- Producing digital content to reach and engage new and existing audiences across a range of digital platforms.
- Measure the reach of digital content against a set of agreed KPIs.
- Assist in the development and upkeep of the website including auditing and creating digital content
- General support of communications at Kettle's Yard

### Purpose of the role

The purpose of the role is to support day to day digital communications at Kettle's Yard across the board. The role holder will assist in creating digital content for the website, social media and email marketing to promote Kettle's Yard and its activities, including the house and collection, temporary exhibitions, the shop and café, concerts and learning and community projects and events. They will distribute publicity materials to local and relevant partners and venues to raise the profile of Kettle's Yard locally.



# Key Responsibilities

## Website

- Regularly review content on the Kettle's Yard website, archiving content that is not relevant.
- Repurpose and edit content for the website.
- Assist with writing and creating content for the website in the form of short blog posts, films, copy and audio with attention to digital policy and best practices.
- Support with the monitoring and reporting on the use of the website using Google Analytics 4.
- Liaising with the website agency on the website and website updates as and when required

## Social Media

- Assist the Communications Manager with the planning, scheduling and production of social media content including Instagram, TikTok, X, Facebook and LinkedIn.
- Following an agreed strategy, use social media adverts to promote content.
- Explore new opportunities and new platforms and plan content to use on new platforms in consultation with colleagues.
- Monitor and report on the engagement rates on social media against a set of agreed KPIs.

## Marketing

- Under the guidance of an agreed e-marketing strategy, assist in the creation of e-marketing e-mails for subscribers including image sourcing and resizing, writing texts, including links, organising e-marketing swaps.
- Monitor and report on the success of e-marketing campaigns.
- Update content on Bloomberg Connects following an agreed strategy.

## Public and Media Relations

- Distribute publicity materials to relevant partners, institutions, and local venues.
- Assist the Communications Manager with facilitating press visits.
- Collate visitor comments, audience research data and digital analytics for use in reporting.

## General

- Assist the Communications Manager with the proofing of digital and printed materials.
- Assist the Communications Manager with general duties including the organisation of one-off events, hosting photographers and journalists.
- Assist the Communications Manager in supporting volunteers.
- Seek to uphold Kettle's Yard's Values and contribute, as appropriate, to organisational policies and plans including: financial resilience, inclusion, ant-racism and environmental sustainability.



# Person Specification

Criteria	Essential	Desirable
<b>Experience</b>		
Experience of using social media successfully	✓	
Experience using wordpress or similar and e-marketing software	✓	
Experience of marketing and/or press work in the cultural sector or similar relevant experience	✓	
Experience or demonstrable knowledge of content creation		✓
<b>Skills</b>		
Excellent computer skills and demonstrable ability to learn new software systems as required	✓	
Confident using current social media platforms including Facebook, Instagram, X and YouTube	✓	
Interest in the visual arts	✓	
Experience using analytics tools such as Google Analytics		✓
Experience using design tools such as InDesign		✓
Experience in filmmaking and editing		✓
<b>Qualifications</b>		
Educated to at least A Level standard or equivalent standard/NVQ level 3 or equivalent level of practical experience	✓	
<b>Additional requirements</b>		
Personable and polite, able to be the face of Kettle's Yard when required	✓	
Ability to work evenings and weekends when required.	✓	
Ability to work unsupervised and with great self motivation.	✓	
A commitment to inclusion, anti-racism and environmental sustainability.	✓	

## Other Information

Working Conditions
Office based. Some travel to similar sites may be required. Normal health and safety requirements will be followed.
Physical Requirements
Requires normal physical effort associated with an office environment (or equivalent)
Sensory Requirements
Uses normal office equipment and/ or standard tools

**The University expects that the successful candidate will:**

- Treat all members of the University community (including all staff, partners, students and visitors) with respect, courtesy and consideration at all times.
- Behave professionally to, and expect professional behaviour from others in the University community (including all staff, partners, students and visitors).
- Take care of their own health and safety, not compromise the health and safety of others, and comply with University and departmental safety requirements.

# Terms of Appointment

## Tenure and probation

The appointments will be made on a full-time, fixed-term basis. Funding is currently in place for 4 years. Appointments will be subject to satisfactory completion of a three-month probationary period.

## Pension

You will automatically be enrolled to become a member of CPS (Contributory Pension Scheme) – a defined benefit and defined contribution pension scheme. For further information please visit: [www.pensions.admin.cam.ac.uk](http://www.pensions.admin.cam.ac.uk)

## Annual leave

Full time employees are entitled to annual paid leave of 36 days inclusive of public holidays. For part-time employees, annual leave will be pro rata'd based on days worked.

## General information

### Pre-employment checks

### Right to work in the UK

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you

will be conditional upon you gaining it.

### Health declaration

Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

### Qualifications

The person specification for this position lists qualifications that are essential and/or desirable. Please note that if you are offered the post you will be asked to provide your relevant original certificates of these qualifications.

### References

Offers of appointment will be subject to the receipt of satisfactory references.

## Equality and Diversity

We particularly encourage Black, Asian and Ethnically Diverse candidates and people with disabilities to apply for this vacancy as they are currently under-represented at Kettle's Yard. If you wish you can self-identify in your personal statement.

### Information if you have a disability

The University welcomes applications from individuals with disabilities.

We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. Information for disabled applicants is available at [www.admin.cam.ac.uk/offices/hr/staff/disabled/](http://www.admin.cam.ac.uk/offices/hr/staff/disabled/)

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact us at [hr@kettlesyard.cam.ac.uk](mailto:hr@kettlesyard.cam.ac.uk).

# About Kettle's Yard

## Our Values:

### 1. Openness

Encompassing our commitment to access, equality, anti-racism and enriching communities. Seeking to be generous and caring, making a programme of events and activities inspired by Jim and Helen Ede's vision of a place in which everyone is welcome and can be enriched.

### 2. Creativity

Fundamental to the ethos of Kettle's Yard, from inspiring visitors to be creative in their own lives and communities, to the diverse creativity of the artists we support and whose work we present, to how we think about the future of Kettle's Yard.

### 3. Collaboration

Working with others - to learn from them and achieve stronger and richer outcomes. Contributes to sustainability through adding value and efficiency when exhibitions and projects are organised collaboratively and shared widely.

### 4. Insight

As part of the university, we undertake, enable, and disseminate research to generate new insights about art and artists, so deepening knowledge and enriching public engagement. We can elicit valuable insights and learn and grow as an organisation through conversations - whether with children and young people, members of the community, visitors or among our colleagues.

### 5. Sustainability

There is a cost to our existence and our work. Addressing how we run Kettle's Yard to reduce our carbon footprint is essential. We need to act and plan to reduce waste of all kinds and strengthen our financial resilience to secure our long-term health and wellbeing. This runs across everything that we do.

Our mission is to contribute to society by inspiring and engaging audiences through art, learning and research of the highest quality. We believe that great art should not be the privilege of the few, but for everyone. Our values reflect Kettle's Yard's creator Jim Ede's support for artists and belief in art's power to make us look again and change how we act in the world.



# Working at Kettle's Yard

Kettle's Yard has a staff team of around 60 employees; approximately half of which are our customer-facing Front of House team and the other half, our back-office team including curatorial, community & learning, development, communications, events, finance and operations teams.

As a small but ambitious organisation, collaborative working and teamwork is key and we encourage opportunities to bring staff together across teams. We have a number of working groups in different areas that are open to all staff as well as regular House Keeping (all-staff) meetings to encourage information, support and idea sharing across teams.

The Digital Communications Assistant will be based at Kettle's Yard in our main office. There is the possibility for occasional working from home when necessary. The post is full-time. There may be some out of hours evening events where the role holder will be required to create digital content. Any out of hours working is agreed in advance and time off in lieu is given for this.



## About Communications at Kettle's Yard:

The Communications team looks after all of the marketing, communications and press for Kettle's Yard. We aim to develop impactful and meaningful campaigns that highlight exhibitions, events, fundraising, the house and collection, and work being delivered by our Community and Learning team, in an accessible way. We connect with audiences daily through digital content and on site messaging, and continuously look to find ways to bring new visitors to Kettle's Yard.

The Digital Communications Assistant reports to the Communications Manager and will work closely with the whole team at Kettle's Yard. Regular contact with the Front of House, Learning and Community, Development, Programme and the Shop teams are crucial to finding engaging stories for our audiences and successfully raising the profile of Kettle's Yard. The Digital Communications Assistant will also meet with Communications colleagues across the University of Cambridge Museums (UCM), keeping the central UCM team informed of relevant Kettle's Yard updates.



# The University

The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.

The University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 million per annum and continues to grow.

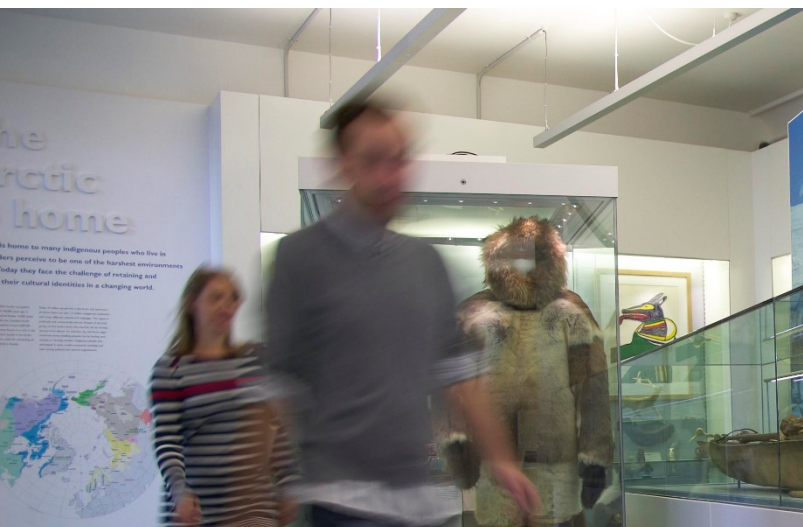
The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit students, provide student accommodation and deliver small group teaching.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching and conducting research.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany's Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an inextricable part of the University's make-up.

“Cambridge graduates and researchers have made – and continue to make – a colossal contribution to human knowledge and the understanding of the world around us. Their work touches on the lives and livelihoods of everyone from patients diagnosed with life-threatening diseases, to residents of areas critically affected by climate change, to children growing up in conflict zones. It has a lasting impact on our society, our economy and our culture: the world is truly a better place thanks to their efforts.”

*Stephen Toope, Vice Chancellor 2019*



# How to apply

Applications should be submitted online via the University of Cambridge jobs page [www.jobs.cam.ac.uk](http://www.jobs.cam.ac.uk) by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying (using the contact information below) or at interview if your application is successful.

Informal enquiries are welcomed and should be directed to:  
Helen Dickman

Email: [hr@kettlesyard.cam.ac.uk](mailto:hr@kettlesyard.cam.ac.uk)

The closing date for applications is: end of day, Wednesday 22<sup>nd</sup> May 2024

The interview date for the role is expected to be: Monday 10<sup>th</sup> June 2024



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