



What is shaping your ideas of the planet's future?

Communications Manager Recruitment Pack 2021

INVISIBLE DUST LIMITED
(A COMPANY LIMITED BY GUARANTEE)
COMPANY NUMBER: 07403737 (ENGLAND AND WALES)
CHARITY NUMBER: 1171156

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Summary

Role: Communications Manager

Salary: £35,000 pro rata

Managed by: Executive Director

Working: Based remotely with flexible working

Contract Terms: Freelance, 3 days p/w, June 2021 – April 2022. Potential to extend long-term.

Could you be Invisible Dust's Communications Manager?

Are you looking for a way to positively respond to the climate crisis?

To apply your skills and your energy to be a good ancestor?

Do you believe in the powerful role that creativity and art will play?



China Mieville, Tehom, 2017, photo of the submersible that took author China Mieville on a descent into the deep ocean, courtesy of Nekton Mission and VRTUL"

Invisible Dust is seeking a new Communications Manager, and we hope you will apply.

We need an individual with the skills to grow a vibrant online community around our work. Who can establish brilliant two-way communication between ID and our audiences. Who can draw on their skills in data to grow our audience insight.

This is a crucial role for ID. You can help us make deeper connections between our work and our audiences. To create more opportunities for people to unearth their own relationship with the environment, and what action can be for them.

We hope that you can't wait to apply. We're looking forward to hearing from you.

Best wishes,

Team ID.

Experience working specifically in the arts is not required, we welcome all applicants with the skills to help us deliver against our mission. We do expect a demonstrable understanding of visual art, an ability to engage in discussion of contemporary art and the climate crisis.

Invisible Dust is an equal opportunities employer. We welcome applicants from diverse backgrounds, including race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibility.

Invisible Dust

OUR MISSION

Invisible Dust brings together leading artists and scientists to create exciting works of art. Through art, we help people connect emotionally with climate change and the environment.

We make the invisible visible.

We champion the idea that artists and scientists can be far more powerful agents of change when working together. We work locally, nationally, and internationally with some of the world's leading artists, scientists, and policymakers.

Our commissions have included artists such as Chinese Pavilion at Venice Biennale 2019 artist Fei Jun, Turner Prize winners Elizabeth Price and Jeremy Deller; author China Miéville, Kasia Molga and Gayle Chong Kwan. They give striking and thoughtful perspectives on environmental science and the climate crisis.

Our partners include Coventry UK City of Culture 21, Oulu European Capital of Culture 26 (Bid), the Tyndall Centre for Climate Change Research, Ugandan Arts Trust, the Sydney Environment Institute and the United Nations Development Programme among many others.

We remain the only organisation in the UK which focuses on staging major residencies and commissions exploring climate change.

STRATEGIC AIMS

We are working towards the following strategic aims for 2021-22:

1. **Make Thought Provoking Art:** Work with artists and scientists to create thought provoking art
2. **Grow Sustainable Policy:** encourage adoption of sustainability policies at local, national, and international levels
3. **Diversify Climate Conversation:** engage communities whose voices are less heard in climate conversation. Amplify those voices.
4. **Develop our resilience:** ensure we have a strong and reflective organisation at every level and diversify our funding

What is shaping how you think about the planet's future?

This is our question to you as we weather the uncertainty that has emerged with Covid-19 and Climate Crises.

There are many parallels between the pandemic and the climate crisis. Both are driven by the same global systems. Both predictable – predicted even. They are human driven and felt disproportionately across lines of inequality. But these crises have more than one solution. There is no *one truth* by which everyone on this planet lives.



Forecasting: Interesting Worlds, still, Fei Jun 2021

Covid-19 has highlighted to the world the importance of science. However, scientists are in a difficult position - people want certainty, definitive prediction, and advice. But Science pursues several truths and models with plural outcomes. Uncertainty is part of scientific understanding.

It is artists who best explore the known and unknown. They build scenarios and worlds for us, constantly looking at many truths. They are vital for exploring an uncertain future. At a time of Covid-19 and the climate emergency how important it is to step back and imagine.

So, what *is* shaping how you think about the planet's future? We have begun exploring this question through 'Forecast' our international programme launched online in March 21.

We are working to ensure that our world, our future and our imaginations are generous enough to give life to many truths and the paths to them. Covid-19 is an opportunity for a change of

course. It is our responsibility to take that opportunity. The world will be one that we create with our ideas, and the best ideas come from sharing and collaboration.

It is time for Invisible Dust to be as ambitious and optimistic as we possibly can.

Our plans for 2021/22 include:

1. **Forecast** – an international, digital-first programme of talks and commissions this year focusing on the IUCN conference on biodiversity and COP26.
2. **Wild Eye** – an eco-culture tourism three-year programme in Scarborough and Whitby, North Yorkshire with community engagement and sculptures.
3. **Unnatural History** - an exhibition at the Herbert Art Gallery and Museum as part of Coventry City of Culture 2021 exploring nature and ecology.

We are operating on a responsive basis, working closely with partners, and planning work that explores the uncertain world we live in. We are excited to introduce our plans to you and look forward to seeing you engaging with them. Let us make the invisible visible.

Partners

- 32° East | Ugandan Arts Trust
- Chinese Central Academy of Fine Arts
- English Heritage
- Flourishing Diversity
- Scarborough Borough Council
- Scottish Association for Marine Science
- The British Council Germany
- The Herbert Art Gallery and Museum
- The Leverhulme Centre for Anthropocene Biodiversity, University of York
- The Nelson Institute for Environmental Studies
- The Sydney Environment Institute
- The Tyndall Centre For Climate Change Research
- Yorkshire Wildlife Trust

Communications Manager Brief

1. GOALS

- Develop a vibrant community across our social media channels.
- Improve understanding of our audiences – current and potential.
- Grow digital engagement and support /or advocacy in our work.
- Increase awareness of the ID's vision, purpose, values to support the development of the brand and culture or/ community.

2. RESPONSIBILITIES

Strategy

- Develop a creative, clear, and strategic communications plan to motivate and inspire our audiences.
- Develop brand guidelines, including tone of voice and content style guide.

Digital Communications:

- Manage digital communications through social media and website.
- Manage the newsletter – maintaining a content plan, and collating content.
- Coordinate a cross-programme marketing schedule with programme team.
- Work with all partners, funders, and artists to collect and collate marketing content.
- Work with designers, proofing copy, reworking into house style for brochures, leaflets, and website, and working with images.
- Work with a wide range of organisations locally, nationally, and where appropriate internationally, to cross-promote and share marketing campaigns and events.
- Work with external PR agencies and partners' staff to maintain digital communications.

Data and Insight

- Manage the collation and analysis of audience data.
- Lead on development of insight into audience needs, behaviour, and engagement.
- Support evaluation and reporting, specifically around audience insight.

Community and Partnerships:

- Build collaborative relationships with the wider Invisible Dust team.
- Champion the vision of Invisible Dust.
- Attend performances, events and exhibitions and represent Invisible Dust as appropriate.
- Live the values of Invisible Dust in your work.

Person Specification

Values and Interests

We are looking to recruit an individual who has:

- A commitment to making positive change in the public's understanding of our environment and climate change.
- Passion for contemporary art. An ability to critically discuss contemporary artwork.
- An active interest in science. An ability to engage in discussion around science relating to climate crisis.
- Passion for storytelling
- Willingness, and capacity to learn new things.

Essential:

- Experience growing online communities, understanding social networks – design, functionality, users.
- Ability to adapt style of writing and communication to fit audience.
- Skilled in interpreting data and developing audience insight.
- Adept project manager
- Excellent copywriting skills.
- Excellent verbal communication skills.
- Excellent attention to detail.
- Excellent IT skills

Desirable:

- Experience of working with Content Management Systems (CMS), CRM software and/or web technologies.
- Ability to plan, produce and disseminate content for social media channels.
- Ability to adapt and interpret content from stakeholders (such as science and visual arts), editing the style, tone, and suitability for online audiences.
- Experience of Search Engine Optimisation (SEO), accessibility standards and optimising content (copy, keywords, and metadata).
- Understanding and awareness of design and visual imagery and its appropriate usage when publishing digital content.
- Ability to manage competing priorities and ensure integrated plans are delivered across multiple platforms.

How to apply

Deadline: Saturday 8th May 2021

Please complete our online application form [here](#).

Please complete our anonymous equal opportunities form [here](#).

Commitment to Diversity

Invisible Dust is an equal opportunities employer. We welcome applicants from diverse backgrounds, including race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibility.

The climate crisis requires a completely human response. We need diversity of thought, conversation, and action. But much of the climate conversation remains dominated by global elites.

The climate crisis is driven by our global systems. The same systems that reinforce inequality and injustice. As shown by Covid, the effects of the climate crisis will be felt first and hardest by the same communities who bear the daily brunt of that inequality and injustice. And yet their voices are little heard in climate action conversations.

Diversity is mission critical. We are working for diversity to run through everything we do. Our board and staff, artists, scientists, and audiences.

We are committing to the following:

1. 60% of artists commissioned or engaging with our programmes in 2021/22 will be female.
2. 30% of artists commissioned or engaging with our programmes in 2021/22 will have protected characteristics.
3. A minimum of 50% of our board members will be female.
4. A minimum of 25% of board members will have protected characteristics.