



## **ASSISTANT PRODUCER (COMMS)**

Thank you for your interest in joining Empathy Museum.

We are looking for an experienced and highly capable freelance Assistant Producer (comms) to join our small team, part-time (2 days a week), on a 12-month contract.

### **Empathy Museum**

Founded in 2015, Empathy Museum is a unique collaboration between acclaimed cultural philosopher Roman Krznaric and award-winning artist Clare Patey. Through participatory arts activities, it allows people to imagine what it might be like to be someone else.

Roman's bestselling books, including *Empathy: Why It Matters, and How to Get It*, have been translated into over twenty languages. Clare has 25 years experience creating participatory installations, performances and exhibitions; during this time she has closed Southwark Bridge for a feast attended by 35,000 people, turned a derelict building into 'one of the most remarkable things the South Bank has to offer' (The Art Newspaper), and laid out everything the average UK person consumes in a lifetime – including 70,000 cups of tea in Trafalgar Square.

Empathy Museum is dually rooted in both Roman's deep theoretical exploration of the subject, and Clare's exceptional ability to create projects which give participants an embodied experience of complex ideas. You can see Roman and Clare talking about Empathy Museum using [this link](#).

Empathy Museum's inaugural project, *A Mile in My Shoes* (in which visitors walk a mile in someone else's shoes while listening to an audio recording of that person telling them a story) has had iterations in Australia, the USA and Brazil, as well as in various locations around the UK. We've collected over 300 stories and over 45,000 people have walked in someone else's shoes.

Empathy Museum is produced by Arts Admin and runs with a part-time 3-person core team, from an office in South London. On each project we work with additional project managers, designers, audio producers and other freelancers as required.

### **The role**

This is a varied role, supporting a wide-ranging and diverse programme. Empathy Museum is at a pivotal point in its development as we build on what we have achieved over recent years and look to the future. The next year will see UK-based partnerships and international collaborations, the development of new projects, and the ongoing curation and broadcast of the online archive of stories from *A Mile in My Shoes*. The Assistant Producer (comms) will work closely with the Director and Company Producer. They will act as the first point of contact for the public, and take the lead on developing and sustaining a strong digital identity and effective communications strategy for Empathy Museum.

### **Application process**

In order to apply please send us a CV accompanied by a letter in which you explain - in no more than two sides of A4 - what attracts you to the position and evidence of your ability to meet the criteria outlined below.

**Applications should be emailed to [hello@empathymuseum.com](mailto:hello@empathymuseum.com) by Monday 27 January 2020, 10am.** Interviews will take place on Tuesday 4 February 2020, at Empathy Museum's offices in West Norwood or by Skype, as appropriate.

Empathy Museum welcomes and encourages applications from everyone regardless of their age, sex, race, religion or belief, sexual orientation, gender identity, ethnicity, disability or nationality. We particularly welcome applications from people whose backgrounds are not yet represented within the organisation.

## JOB DESCRIPTION – ASSISTANT PRODUCER (COMMS)

### *Key responsibilities*

#### **Marketing and Press**

- Liaise with the Director and the Exec Producer to ensure inventive and effective promotion of projects to help build audiences and consolidate brand
- Take the lead on developing the Empathy Museum's social, media strategy across platforms - including but not restricted to Facebook, Twitter and Instagram
- Generate content for social media
- Regularly update and contribute to the development of the company website
- Maintain and develop mailing lists in line with GDPR legislation
- Lead on the collection and logging of audience data from performances, using mailing list surveys, feedback cards and other methods
- Manage, collate and archive all release forms
- Write press releases and, in collaboration with partners, co-ordinate their distribution
- Proactively liaise with the press and deal with press enquiries
- Log and archive press mentions

#### **General Administration**

- Be the initial point of contact for the Empathy Museum, including by phone, email, website
- Maintain and update the Company's contact database (via Mailchimp and Empathy Museum's hello@ email address).
- Carry out any other tasks as to support the day to day running and development of the company as reasonably required

#### **Representation**

- Present Empathy Museum as a professional and welcoming organisation to visitors and enquirers.
- Attend meetings, receptions, workshops, performances and other events, as required. (Some evening and weekend work will be necessary.)

### *Person specification*

#### **Essential**

- Excellent administration skills with fluency in Word & Excel
- High literacy in social media platforms
- High standard of verbal and written communication
- Experience of design software
- An interest in contemporary arts
- Ability to manage several tasks at once calmly in a fast-moving environment
- A creative and imaginative approach to work combined with a positive 'can do' and 'hands on' attitude
- Very good attention to detail
- Ability to strike a balance between working under own initiative and effective team-working
- Friendliness, tact and diplomacy in dealing with a wide range of collaborators, partners and colleagues

#### **Desirable**

- Proof-reading and editing skills
- Experience of working in a performing arts or an arts organisation
- Experience of website content management systems (Wordpress)
- Experience of basic video and/ or audio editing software
- Experience of working with a Board of Trustees

### *Fee and Timescales*

This role is a 12 month freelance contract, 2 days a week, with a 3 month probation period. Office hours are – broadly – 10am to 6pm but we are open to people splitting their work hours across more than two days in the week.

Fee: £15,000, paid by monthly invoice (based on £150 per day for 100 days)

Start date: February 2020

## CHECKLIST

Please ensure you have included:

- CV
- Cover letter (no more than 2 sides of A4)

## STATEMENT

I can confirm that:

- The information given in this application is correct and complete
- I possess all the qualifications which I claim to hold
- I understand that all appointments are subject to satisfactory references, proof of eligibility to work in the UK
- I understand that submitting false information or withholding relevant information on this form may lead to my application being rejected or, if I am appointed, will constitute grounds for dismissal

Applications from unsuccessful applicants will be kept on file for twelve months before being destroyed.

I confirm that the above information given by me is correct and that I consent to my personal data being processed and kept for the purpose described above in accordance with the Data Protection Act 1998.

Name:

Signature:

Date: