



Invisible Dust

Job Description - Marketing Associate

Summary

Role: Marketing Associate

Day Rate: £160 - 180

Contract Terms: Freelance, Home Working, 3 days p/w, August 2020 - March 2021

Managed by: Executive Director

Based remotely with flexible working

Introduction

Invisible Dust is looking to recruit an experienced **Marketing Associate**. They will collaborate with the Executive Director to develop and focus Invisible Dust's approach to digital engagement with audiences and communities.

The Marketing Associate will work with the Executive Director and Digital Working Group to shape Invisible Dust's identity and public presentation. They will be responsible for growing engagement with our work as well as the depth of audience relationships.

Invisible Dust needs an experienced, creative, and strategic professional at what is a crucial time for our mission. As we respond to the post-Covid environment alongside our national and international partners this is an opportunity for the Marketing Associate to help define how an ambitious art-science organisation creates opportunities for sustainable behaviour change.

Experience specifically in the arts is not required, we welcome all applicants with the skills to help us deliver against our mission.

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.

About Invisible Dust

Invisible Dust works with leading artists and scientists to produce unique and exciting works of contemporary art which explore our environment and the climate crisis. Through art and science, we create opportunities for people to value and unearth their own personal relationship with their environment and what action looks like and can be for them.

Our mission is to deepen understanding of the climate crisis by:

- **Creating imaginative collaborations between scientists and artists that result in high impact contemporary art commissions and programmes**
- **Advocating the importance of art and science in addressing climate change**
- **Being inclusive of new voices that go beyond those traditionally involved**
- **Engaging with communities to unearth their own personal relationships with the environment**

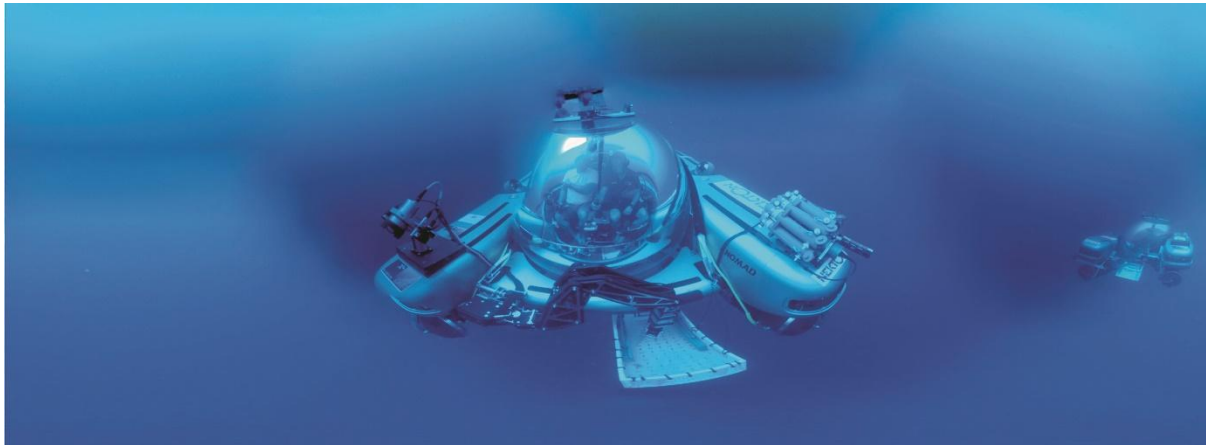


Image: The submersible that took author China Miéville into the deep ocean, courtesy of Nekton Mission and VRTÜL.

Invisible Dust enables artists and scientists to work together, forming ambitious partnerships which combine the rigour and balance of science, with the capacity of art to explore and inspire. Our artists work with scientists to find new ways of exploring and talking about science. Drawing from over a decade of experience in this field, **we champion the idea that artists and scientists can be far more powerful agents of change when working together.**

“Invisible Dust has a major role to play in making people switch from reflections to actions, from confrontation to collaboration” – Hakima El Haite, former Moroccan Minister, UN Environment delegate, Under Her Eye.

Invisible Dust is an Arts Council England NPO and part of the Wellcome Trust's Sustaining Excellence Programme. The organisation turns over around £500,000 annually and has a small core team working remotely and from offices in Scarborough and London as well as specialist freelance Associates.

We have worked across the UK and internationally to create artworks and events that **generate understanding and inspire a desire for action on environment and climate breakdown**. Examples include 'Under Her Eye' on women and climate with Margaret Atwood and Christinia Figueres, the UN Paris Climate Agreement leader.

We work with leading scientists, including **Professor Frank Kelly, King's College London** who chairs the Government Committee on air pollution, **Professor Kate Jones UCL** who leads many international biodiversity initiatives and **Professor Alex Rogers Oxford University** who is advising on the world's largest new marine science ship.

Our commissions have included international artists such as **Nii Obodai** and **Ahilapalapa Rands**, UK based **Martin Parr**, Turner Prize winners **Elizabeth Price** and **Jeremy Deller**, writer **China Miéville** and new media artists **Kasia Molga** and **Rodrigo Lebrun** exploring themes such as our oceans, air pollution, space science, climate change and biodiversity. We have relationships with organisations ranging from the United Nations Development Programme and Davos, to Cities of Culture in the UK and internationally, and the Leverhulme Centre for Anthropocene and Biodiversity. In 2019 Margaret Atwood agreed to become an Honorary Patron of Invisible Dust.

'You have already achieved so much but the opportunity to do more is so evident, given your strong foundations'. – Sir Nicholas Serota, Chair, Arts Council England.

Invisible Dust has been recognised through international awards including the 2019 Sustainable City Awards, 'Les Respirations' Oxygen International Award Paris 2016, the Guardian's UK People and Environment Achievement Art Award 2014 and the 2012 Lord Mayor of the City of London UK Sustainable City Award.



Margaret Atwood and Samira Ahmed, Under Her Eye 2018, photo Angela Dennis

Upcoming Plans

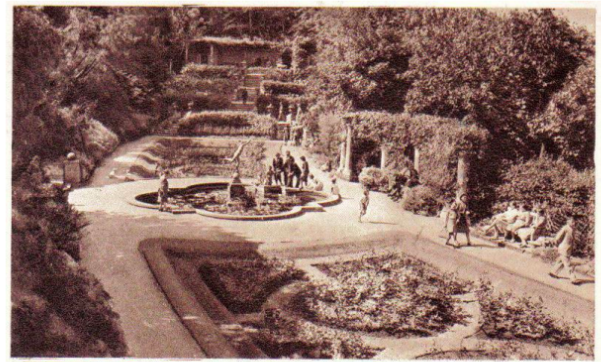
To go forward positively at a time of crisis we need both those that explore the existential and the imaginary - the artists - and the people who are doing the objective real-world research - the scientists. This places Invisible Dust's work in an important position. If now is not the time for Invisible Dust to embrace and fully live our mission, then when is. We must respond, and we must do so well. Examples of upcoming plans include:

Garden to Garden, Scarborough

Garden to Garden is a 6-month digital programme of community engagement, educational activities, commissions, and online content that will explore the evolving ways we see, hear and experience nature.

Garden to Garden takes the South Cliff's Garden's legacy of Victorian nature exploration as its starting point. Working in collaboration with world-leading artists and scientists we will explore our changing attitudes to nature.

In these unusual times of COVID19, as many of us are forced to slow down and stay home, we gain an opportunity to see deeper into our home worlds, and by doing so, realise that we are far from alone within these micro-universes - and in our communities. A garden, be it our own modest patch, window box or our local public green space, offers the perfect setting for some creative exploration that delves deep and close, into the natural world that surrounds us.



ITALIAN GARDENS, SCARBOROUGH.
fig. 25 View of the Italian Gardens 1930s (Belshaw Postcards)

Forecast - new international events programme

One effect of the Covid-19 pandemic is to bring us face-to-face with uncertainty. Like a weather forecast, we cannot predict with certainty what will happen beyond a few days. Although the climate crisis is clear our current position is one of fearful suspension where forward planning is difficult and finding certainty in our actions and plans seems impossible.

The prevailing wisdom till now has been that we can plan by assuming the future is like the past, which in reality – even pre-Covid – it rarely is. How odd it is to really not know what the future will be like. **How can we map out the future when it is genuinely unknown?**

When we feel so uncertain how can we all agree on what actions to take to improve our futures? *Forecast* will bring together an international collective of leading artists and scientists to create a digital art and events programme which raises new ideas and debates, creates performances, films and digital artworks and more **exploring 'what creates our ideas of the future?'**

Key Duties and Responsibilities

Overall Goals:

- Grow Invisible Dust's relationships with communities and audiences
- Put in place plans and systems for improving understanding of Invisible Dust's communities and audiences
- Raise the profile of Invisible Dust's work with target audiences
- Develop Invisible Dust's reputation and profile with the cultural and science sectors and policy makers

Strategy and Planning:

- Work with the Executive Director to develop Invisible Dust's voice and messaging
- Work with the Executive Director to create and implement a new audience development strategy
- Work with the Executive Director and Administrator to feed into the fundraising strategy
- Work with the Administrator to improve data monitoring systems

Communications, Messaging and Digital:

- Manage and implement all social media and digital communications to support project and campaigns
- Be responsible for the management and updating of the Invisible Dust website and social media
- Develop and relaunch our newsletter offer, growing our subscriber base
- Coordinate a cross-programme marketing schedule in collaboration with programme team
- Work with all partners, funders, sponsors and artists to collect and collate marketing information; working 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 swap marketing information and cross-promote events.

Data and Evaluation:

- Work with the Executive Director and Administrator to reimagine Invisible Dust's approach to evaluating impact on audiences
- With the Administrator, regularly review and improve data collection across the organisation
- Carry out regular analytics reporting to inform programming and marketing decisions.
- Ensure implementation of Invisible Dust's data protection policy, keeping up-to-date with relevant legislation and GDPR regulations.
- Work with the Executive Director to ensure evaluation is embedded across the programme and marketing

Branding:

- Act as brand champion, to ensure all staff members use consistent branding assets on all internal and external materials and multimedia
- Manage the design and production of all marketing materials for Invisible Dust projects, producing briefs, reports, and presentations internally and for partners.

Fundraising and Development:

- Feed into relevant sections of funding reports and applications on audience analysis, evaluation, and marketing.



- Work with the team on presentations and pitches to funders and to assist in the composition and delivery of corporate pitches for sponsorship.

PR and Media Relations:

- Working with the external PR agencies, partners press officers, artists and partner staff as required to create personal relationships with the press.
- Work to obtain appropriate and relevant press and publicity coverage for all Invisible Dust projects and programmes.
- Draft press releases, compile an image library and work on press previews with programme staff, partners, and external PR agencies.

Event Marketing and Delivery:

- Be responsible for working with the programme team on the effective and efficient delivery of all events; ensuring invitations to major contacts and partners, supporting event organisation and preparation.
- Developing display materials, working with technical staff on event installations and take-downs.
- Oversee all press previews/events including the creation and administration of invitation lists, working with the external PR agencies to manage the evening and ensure any follow up is completed in a timely manner.

General:

- To champion the vision of Invisible Dust
- To attend performances, events and exhibitions and represent Invisible Dust as appropriate
- To work transparently and collaboratively, being a team player in supporting the delivery and development of the organisation's work

Person Specification

Essential:

- A commitment to making a positive change in the public's understanding of our environment and climate change
- Experience working in partnerships, planning, and delivering campaigns in collaboration with stakeholders
- A track record of delivering marketing campaigns and publicity
- Excellent verbal and written communication skills and attention to detail
- Excellent IT skills

Desirable:

- Excellent copywriting skills and writing copy tailored to target audiences
- Experience of working with Content Management Systems (CMS) and/or web technologies
- Experience of setting and managing marketing budgets
- Ability to plan, produce and disseminate content for social media channels
- Strong team player and internal communicator
- Ability to work for a small organisation with an ambitious programme
- Ability to adapt 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) to improve search rankings.
- Knowledge of Photoshop or other image editing software.
- Understanding and awareness of design and visual imagery and its appropriate usage when publishing digital content.
- Experience of working in a dynamic work environment, managing multiple projects, and often competing, priorities.
- Interest in the visual arts
- Knowledge of content analytics tools such as Google Analytics.

How to Apply

Apply via email by sending us a covering letter demonstrating how your experience meets the aspects of the person specification, your CV, and a completed Equal Opportunities Monitoring Form to reach us no later than **5pm on Wednesday 22nd July 2020**.

For queries about the role, please contact our Executive Director, Adam Cooper, at adam@invisibledust.com

We request that both your CV and cover letter be no longer than two pages of A4 each.

The email address for applications is: admin@invisibledust.com

Please use the job title as the subject line of the email.



Interviews for shortlisted candidates will take place via Zoom the w/c 27th July