



**ASCUS**  
ART & SCIENCE

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## About our organisation

ASCUS Art & Science is a non-profit organisation leading art-science collaboration in Scotland. Through partnership working, we operate at the boundaries of art and science, everything we do happens through an interdisciplinary approach between scientists, artists, designers, the public and other communities. We believe the art-science interface generates a 'third space' opening up unconventional thinking, creativity, innovation and new perspectives. Our open access art-science lab, ASCUS Lab, is the first of its kind in Scotland from which we run our interdisciplinary programmes; membership sessions, workshops, artist residencies, public engagement projects and more. We aim to democratise science and art for everybody by fostering imagination, creativity, experimentation and play with the tools of science.

Having built strong collaborations with high profile partners and sponsors such as the University of Edinburgh, Baillie Gifford and Edinburgh Science Festival (along with many more achievements) we are at a pivotal time in our development as we adapt to online delivery in the face of Covid-19. With an international reputation in the field of art and science, this is an exciting opportunity to join us as we build this brand new part of our business.

## Job Specification

For this role we are seeking a highly organised person to manage the marketing, communications and delivery of new digital content helping to grow our audiences, reputation and exposure and carve new spaces for our work online. This will include overseeing our online communications via the ASCUS website and social media channels as well as working both independently and with our partners to develop engaging campaigns for our online and in-person programmes.

You will work with other ASCUS core team members, in continuing to develop and implement our Content and Communications Strategies and drive engagement in our year round members, workshops and training programmes. This is a demanding role, working in a busy cultural environment and would suit someone who is passionate about disseminating complex ideas and concepts, using written word, supported by visual media, to a range of audiences, using clear and accessible language, adapting to different audience levels.

This role provides a unique opportunity for someone who is keen to work on diverse activities that apply to marketing, public relations and content production across an organisation. You will get to collaborate with our community to help shape our organisation's future as we map out a new path for our business. Your work will be instrumental in helping us look outwards for new opportunities to develop and share our work, and actively contribute to new plans to expand our reach.

We are a small and dynamic organisation embarking on a new phase as we build our work back up after the impacts of Covid-19. Join our team and be part of something truly innovative and unique.

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## Full Details

<b>Post:</b>	<b>Marketing, Communications and Digital Content Coordinator</b>
<b>Salary:</b>	£19,000 pro rata
<b>Contract:</b>	Freelance, part-time, fixed term contract Entitlement to work in the UK is essential
<b>Reporting to:</b>	ASCUS Managing Director
<b>Working closely with:</b>	ASCUS Core Team members, Partners, Lab Members and Users
<b>Hours:</b>	15 hours a week (This is a freelance post for a six month period, with possible extension and additional hours subject to funding)  Our office hours are usually 10am – 6pm, however flexibility is required to coincide with some programme elements taking place on evenings and weekends - when events, workshops, festivals and courses are running. The successful candidate will be required to work a combination of home and office working (in Edinburgh), dependent on Covid-19 restrictions and the need for in-person digital media production work. Working days are negotiable but three 5-hour days per week would be preferable (flexible hours can be discussed).
<b>How to apply:</b>	Please email your CV, and cover letter to <a href="mailto:walsh@ascus.org.uk">walsh@ascus.org.uk</a> , outlining your interest in and suitability for the role relevant to the person specification
<b>Closing Date:</b>	5pm Monday, 5th April
<b>Interview:</b>	Interviews will be held on Thursday 15th April
<b>Start Date:</b>	Looking for an immediate start

## Key responsibilities:

### Marketing and Communications

- Develop and deliver a marketing strategy to raise ASCUS's profile as home to Scotland's unique art-science facility, while raising the profile of the creative practices and scientific research we support;
- Increase and maximise participation with our members, training, workshop and events programmes, with focused marketing and communication approaches using a variety of mediums and press contacts;
- Grow and maintain ASCUS's social media and digital marketing activity with the aim of engaging ASCUS' target audiences and increasing reach and following and keeping up with industry changes;

- Plan, develop, and deliver internal and external communications and marketing campaigns to raise brand awareness and meet ASCUS' strategic communications objectives;
- Be proactive in leading on innovative approaches to promoting opportunities within the ASCUS Lab members network as well as with key artists and partners;
- Be the first point of contact for press and media enquiries

### **Content Production & Delivery**

- Write and coordinate content for publishing across ASCUS's online presence; website, social media, e-newsletters and digital content platforms;
- Work with ASCUS Team members on capturing, recording and sharing lab activities for ASCUS's learning programme and for distribution across ASCUS's digital event platforms;
- Assist ASCUS team members with the delivery of workshops/events online and in-person using creative and imaginative approaches for enabling meaningful remote engagement with ASCUS Lab concepts and ideas;
- Contribute to the development of new content ideas around ASCUS' programme themes; Health, The Environment and Innovation;
- Work in collaboration with ASCUS Team members to support them to share behind the scenes content;
- Produce and design digital media using photography, video and audio capture;
- Ensure adherence to ASCUS brand at all times making sure guidelines are followed;
- Monitor, evaluate and report on the effectiveness of the communication and digital strategies in order to measure and share impact.

## **Person Specification**

### **Essential Experience and Skills**

- Degree qualification in a relevant subject, equivalent formal training or transferable hands-on experience in a similar or related role.
- Computer literate with a working knowledge of word processing and spreadsheets as well as sharing platforms.
- Proven experience writing promotional copy for digital and print, adapting and targeting different audiences
- Proven experience of working with social media channels, Twitter, Facebook, Instagram and LinkedIn
- Ability to work as part of a team and on own initiative.
- Methodical, organised and flexible approach to work.
- Effective listening, verbal and written communication skills.

### **Desirable**

- Experience writing press releases, collaborating with PR and media professionals to create an external voice.
- Experience creating, editing and publishing video, photography, and audio for distribution across different digital media platforms.
- Experience commissioning video, photography, and audio content.
- Experience and interest in content design, including user research.
- Knowledge of online platforms to host interactive online resources and online workshops
- Experience of implementing and/or using analytics tools to analyse user behaviour, evaluate content and identify challenges and opportunities

- Excellent, friendly and professional interpersonal skills, with the ability to communicate effectively with a diverse range of people, from the public, artists, academics, scientists as well as our board of directors.
- Ability to prioritise workload to meet deadlines.
- Ability to design and process a wide range of documents in accordance with instruction and in house style and systems, using existing templates and close attention to detail.
- Ability to maintain a high level of confidentiality and discretion at all times.
- A keen interest in unlocking creativity via art and science sector interdisciplinary approaches.
- Awareness and understanding of work practices, processes and procedures relevant to cultural and scientific industries and knowledge/interest of third sector organisations.
- Knowledge of online platforms used for interactive digital events programmes.