



VACANCY
COMMUNICATIONS AND EVENTS OFFICER

Job Title:	Communications and Events Officer (Full Time; Permanent)
Location:	The Arab British Centre, London
Reports to:	Programme Director
Salary range:	£23,500 – £26,500 (dependent on experience)
Entitlements:	25 days plus bank holidays
Start date	May 2018 or as soon as possible

The Arab British Centre is pleased to offer an exciting opportunity for an individual with excellent communications skills to join a growing cultural organisation.

The Communications and Events Officer supports the Programme Director and the Executive Director with the successful delivery of the Arab British Centre's programme of artistic and cultural events (herein 'the Cultural Programme'). The post holder will primarily support the promotion of the Arab British Centre's events and other external related events through high quality communication including the management of all social media and marketing, and the writing of all copy for press releases, newsletters and website content. As part of the role, the post holder will work with the Programme Director to support the design and delivery of the Arab British Centre cultural programme and manage day-to-day customer facing services of the Centre.

Background

The Arab British Centre is a charitable organisation that furthers understanding of the Arab world by promoting its culture, sharing its knowledge and supporting a community of individuals and organisations that work to enhance friendship and collaboration between people of the UK and the Arab world. Our vision is to be the national centre for the promotion of Arab culture in the United Kingdom, a gateway to the Arab world and a vital hub where individuals and organisations work alongside each other in a spirit of friendship and collaboration.

From our premises in Gough Square we organise and promote cultural and artistic events, and host a community of like-minded resident organisations.

The Arab British Centre currently employs a small team – Executive Director, Programme Director and Communications and Events Officer – who work closely together on a collaborative basis and are governed by a board of eight trustees.

The advertised role of Communications and Events officer is a replacement role.

To find out more about the Arab British Centre visit: www.arabbritishcentre.org.uk

Job Description

The Communications and Events officer will support the Programme Director and the Executive Director to offer:

- Digital communications and resources which include but are not limited to: Social media channels including Facebook, Twitter and Instagram; a digital calendar of events; a bi-monthly newsletter of events; The Arab British Centre blog and articles; website maintenance and content updates.
- Resources and programmes at The Arab British Centre premises, which include but are not limited to: the [BALMAL Library of Arabic Literature in translation](#); courses in [Arabic Language](#), [Calligraphy](#), [Islamic Art and Architecture](#) and [Music](#); small events and activities such as workshops, talks and exhibitions.
- Cultural programmes which include but are not limited to: [The SAFAR Film Festival](#); [The Arab British Centre Award for Culture](#).

Duties and Responsibilities

Communications and Marketing

Social Media & Website

- Manage social media channels, including Facebook, Twitter, Instagram, Vimeo and Youtube.
- Use timelines and scheduled content to create a consistent stream of new content for audience interaction while analysing, managing, and altering schedules where necessary to optimize visits.
- Engage in social media platforms daily.
- Create dynamic written, graphic, and video content that promotes audience interaction and increases follower numbers.
- Work as part of a team to develop larger social media campaigns.
- Analyse and report audience information and demographics to Programme Director, and success of existing social media projects.
- Propose new ideas and concepts for social media content.
- Write and distribute e-newsletters to subscribers using Mailchimp.
- Check website daily for bugs and fixes and update content when applicable (experience in Word Press or similar platforms is essential).

Press

- Draft press releases for all Arab British Centre activities.
- Handle all press inquiries (via email and phone).
- Maintain, manage and regularly update the database of press and media contacts.
- Liaise with press to promote the Arab British Centre's activities.
- Distribute approved Arab British Centre press releases to press and affiliate networks.
- Identify and develop a network of press and marketing contacts with whom the Arab British Centre could foster working relationships and make recommendations to the Programme Director.
- Attend and network at press events and other related artistic and cultural events to cultivate new contacts for the Arab British Centre.
- Create original content for website blog (interviews with artists, exhibition reviews etc).

Events Support

- Assist the Programme Director to produce, manage and deliver all elements of the Arab British Centre's Cultural Programme to the highest standard.
- Identify a network of artistic and cultural providers with whom The Arab British Centre could foster working relationships and make recommendations to the Programme Director.
- Attend related artistic and cultural events to cultivate new ideas for The Arab British Centre's Cultural Programme.
- Research and devise new activities and events to enrich The Arab British Centre's Cultural Programme and make recommendations to the Programme Director.
- Research opportunities for joint projects with reputable partners and develop these into recommendations for the Programme Director.
- Produce timely evaluations on projects for the Programme Director.

Activities and Services

Courses

- Administer all aspects of the Arab British Centre's programme of courses including timetabling, enrolling students and responding to queries.
- Request regular feedback from teachers and students using appropriate feedback forms.
- Provide teachers with necessary administrative support including printing class materials.
- Monitor courses and report issues promptly to the Programme Director.
- Ensure adequate health & safety measures including collecting emergency contact information from students and familiarising students with fire exit procedures.

Library

- Administer the Arab British Centre's library ensuring records of all books on the Centre's database and website are kept up to date.
- Carry out regular audits of stocked library books.
- Source new and relevant books for the library, working with partners as appropriate, and make recommendations to the Programme Director.
- Oversee the day-to-day running of the library including enrolling new library members, arranging library visits and any other related queries.

Meeting Room

- Coordinate Residents' bookings of the Arab British Centre's Meeting Rooms in the master diary.
- Receive and handle initial enquiries for external hire of the Meeting Rooms following established hiring protocol for authorisation by the Programme Director.

Person Specification

The Communications and Events Officer will have at least 2 – 3 years' work experience in a similar cultural or charitable organisation. This role is an excellent opportunity for someone to join a team and apply their skills and knowledge to support the direction and growth the organisation. The successful candidate will take initiative, be pro-active and flexible with a 'can-do' attitude and be able to multi-task on many levels. Knowledge of Arabic language is desirable but not a requirement.

Essential

- Knowledge of arts and culture from the Middle East and North Africa
- Excellent communication skills in English - both written and verbal
- Experience in working with social media
- Experience in marketing and/or communications
- Experience in website content management systems
- Experience in event coordination
- Strong organisational skills with the ability to multitask, problem-solve, prioritise workload and meet multiple deadlines
- Confidence in building positive working relationships with a wide variety of people
- Customer service skills and good telephone manner
- Excellent administrative skills with strong attention to detail
- Positive attitude, approachable and self-motivated
- Plenty of enthusiasm, creativity and initiative
- Excellent interpersonal skills and ability to work as part of a small team
- Ability to work some evenings and weekends
- Educated to degree level or equivalent
- Proficient in Microsoft Outlook, Word and Excel

Desirable

- Personal or professional knowledge and understanding of the Arab world and Arab culture.
- Arabic language
- Experience working in or with projects focussed on the Arab world.
- Knowledge of Photoshop or other design software

You must be eligible to work in the UK to be considered for this role. To apply, please submit a cover letter outlining your suitability and your C.V. to jobs@arabbritishcentre.org.uk by **15 April 2018**.

Interviews will take place at **The Arab British Centre, 1 Gough Square, EC4A 3DE** in the week **beginning 23 April 2018**.

Please note that due to limited resources we will not inform candidates who have not been selected for interview.