

Communications Associate Role

April 2021

Peak are recruiting for two flexible part-time roles this Spring – Communications Associate (2 days per week) and Young People’s Associate (3 days per week) – and we’re delighted that you are considering the roles.

In this pack you’ll find:

- Who we are – background information about Peak, its values and our work
- A summary of the role’s employment terms
- Who you are and what you will deliver in the role
- A ‘person specification’ describing the skills, knowledge experience which will help you make a success of the role
- How to apply
- Frequently asked questions

The closing date for applications for either role is **Tuesday 4 May at 6pm**

Shortlisted candidates will be interviewed on Wednesday 12 May (Communications) and Friday 14 May (Young People)



We especially encourage applications from people who come from a background that is under-represented in the arts and culture sector, and / or who have not had conventional or formal routes into employment. You do not have to meet all the criteria mentioned in the person specification to apply.

We want to make our recruitment processes as human and warm as possible. If you want to discuss the roles, and your application, please send an email to info@peak.cymru or DM our social media accounts (@peakcymru) to arrange a time to speak to one of our two directors, Justine Wheatley (Executive) or Melissa Appleton (Creative).

Warm wishes / cofion cynnes

Justine Wheatley

Melissa Appleton



Performance Butty, Hinterlands Wales, 2019 with
Stefhan Caddick. Photo by Vaida Barzdaite

Peak: Creating Positive Change with People and Places in Rural Wales

Communications Associate

Peak collaborates with professional artists, young people and communities, responding to the unique qualities of our Welsh rural environment, landscape, culture and language. We strive to achieve social as well as creative outcomes and to address social, racial environmental and justice in the context of South Wales. We focus resources on collaborating with three groups – professional artists, young people and rural communities.

Why now? This Moment

2020 has been a time of change for Peak. Whilst we closed our Old School site, Crickhowell due to covid-19 restrictions, we have continued to work online with programmes such as Storm Kitchen Talks and Criw Celf – working with audiences and collaborators both locally and internationally. We've been reimagining our Old School site, making our kitchen and pottery spaces more welcoming and useful. We recently secured a further site at Abergavenny Railway Station to provide studio space and a young people's project space directly on Platform 2.

In June 2020, we published this [statement](#) acknowledging that as an organisation we have failed to be actively anti-racist in our structures, governance and programming and to say that Black Lives Matter. The work of making Peak a more inclusive and equitable organisation is long-term. You can find out more about Peak's work to be an actively anti-racist, and equitable organisation on our website. We still have lots to learn and if you share our determination to make lasting change, we'd love to hear from you.

Our current workforce is predominantly white and degree educated. We want to bring the richness of different experiences, backgrounds and identities into our work and therefore particularly encourage applications from people from underrepresented communities and anyone who feels their voice is not commonly represented in the arts and culture sector and / or in rural communities.

At this time of change for Peak we are creating new part-time Associate Roles. We're using the term 'Associate' to recognise that practitioners will be bringing their wider experience and expertise to the part-time role at Peak and we want to publicly value this. During the next year, we'll be evaluating how to structure Peak equitably for the future and fundraising to ensure we can secure this long-term vision.

The **Communications Associate** will lead on developing authentic, inclusive and imaginative communications work for Peak – platforming the perspectives of artists, young people and rural Welsh communities at a local, national and international level. We're keen to work with a practitioner who holds a unique and creative vision for this role and an understanding of how this work will shape the future direction of Peak.

We do not expect you to have experience across all aspects of the job description and person specification. Even if you feel you don't tick every box, please apply. We will support your professional development in areas that you are less experienced in, building your confidence and learning new skills.

How to apply

Closing Date:
6pm on Tuesday 4 May 2021

Interviews:
Wednesday 12 May 2021

To apply, please send the information below to info@peak.cymru by 6pm on Tuesday 4 May (if possible, please combine all documents into one PDF or word document).

1. Expression of Interest form
2. Equalities Monitoring Form
3. Your CV (no more than 2 sides of A4)

The EOI form asks you to explain why you want the role, what you bring to the role and how you meet the person specification. We are happy to receive this statement as an audio or video file but it must be no more than 5 minutes in length. If we can support you to make an application in other formats please get in touch at info@peak.cymru. You will find the expression of interest form and equalities monitoring forms [here](#).

All applications will be acknowledged by end of day Wednesday 5th May. We will shortlist 3 candidates for interview, inviting them to prepare and present a task as the basis of our conversation. Interviews will last no more than 60 minutes and will take place Wednesday 12th May via zoom with Peak's Directors, Rachel Kinchin, Cultural Communications Consultant and Steph Allen, Chair of Peak's trustees.

We offer a fee for shortlisted candidates to prepare for the interview and can support access costs (for example contribution to childcare, interpreters and time off work) to enable you to attend. Sadly, we don't have the resources to offer individual feedback to applicants who are not short-listed.

Summary

Title: Communications Associate

Purpose of Job: To shape and deliver a distinctive and imaginative communications strategy across physical sites and our digital channels.

Location: Min 1 day per week at a Peak site when public health allows

Reports to: Executive and Creative Directors

Works with: Directors, Young People's Associate (currently being recruited) and freelance staff including Welsh Language Coordinator and Curator.

Line Management: None



Ahoi! What Grows Here?, Autumn School 2019 with Adele Nozedar
photo by Vaida Barzdaite

Terms of Employment: Fixed term for 12 months, 2 days per week (15 hours).

Working Pattern: Working days and pattern can be flexible by prior agreement with colleagues. We plan 3 x 'Peak pauses' during the year, pre-determined weeks when staff work quietly and catch up on reading and research. Some working outside of normal office hours, including weekend work, will be expected.

Salary Scale: NJC scale point 23 to 26: £27,741 to £30,451, pro-rata (£11,096 to £12,180 per annum)

Benefits: NEST pension scheme; support for training and development

Holidays: 20 days plus statutory bank holidays, calculated pro-rata plus Christmas week. Personal holidays are taken at staff's discretion, agreed in advance with colleagues. We strongly encourage regular breaks to support wellbeing and offer time off in lieu to compensate for busy periods.

Probationary period: 3 months

Notice period: 1 month

About you

The **Communications Associate** will lead on developing authentic, inclusive and imaginative communications work for Peak – platforming the perspectives of artists, young people and rural Welsh communities at a local, national and international level. We're keen to work with a practitioner who holds a unique and creative vision for this role and an understanding of how this work will shape the future direction of Peak.

Working as part of a small team, the Communications Associate will be responsible for leading and delivering Peak's holistic communications work both on the ground at our physical sites and across our digital channels. We're looking for a practitioner:

- inspired by the unique possibilities working in South East Wales and the challenges of rural communities and places particularly in terms of opportunities for young people, creative livelihoods and the climate crisis.
- works with curiosity, warmth, integrity and openness to create unique and imaginative communications work for Peak – platforming the voices of artists, young people and rural communities whilst growing our local, national and international audiences.
- interested in placing those who have been marginalised by race, geography, class, gender or disability at the centre of our work and communications.
- shares our ambition for intentional and creative approaches to Welsh Language and multilingualism.
- able to sustain and nurture existing partnerships with collaborators, community partners, funders and external partners whilst being nimble and intuitive in seeing opportunities for new partnerships particularly in climate, social democracy and young people's organisations.
- who values the essential role of arts and culture in the lives of people and communities, with a strong interest in the visual arts its intersection with other fields and disciplines.

Our new spaces at Abergavenny Railway station will primarily serve young people and emerging artists; the Communications Associate will play an important role in sharing our plans and programme for these new spaces to the wider public as well as promoting the reopening of our Old School site in Crickhowell. Our website is currently being redesigned and the Communications Associate will lead on keeping the new site active with programme content and updates on our work with sPeak, Pegwn and other collaborators.

What you will deliver:

Imaginative and vibrant communication work across our website, physical sites and social media channels for four targeted areas:

- sharing our programme work and inviting participation
- platforming the voices of artists, young people and rural communities
- creating a 'resource' for rurally based and local opportunities
- sharing the impact of our work.

Seasonal email newsletters (four per year), writing and organising copy that develops their reach for specific audiences: artistic programme, young people and studio.

A warm, authentic and inclusive tone for Peak's communications, challenging assumptions around language; understanding that language used by funders and the arts sector can create hierarchies and leave people out of conversations.

Accessible communications, for instance via use of captioning and audio descriptions and develop a plan to underpin this work.

Reporting mechanisms for our ongoing anti-racism work and publishing of workforce and audience diversity data as a longer-term goal.

Partnership work with Transport for Wales, locally based groups

and national partners to create press and public communications works around our new Abergavenny Railway Station site.

Website oversight (currently being redesigned on Squarespace), keeping it up to date via a simple content management system.

An exciting, coherent visual language for Peak, working with curators, designers and other collaborators to commission artwork and assets for our communications.

Positive, growing relationships with partners, funders and collaborators nurtured through our digital channels, and initiated in the arts and related sectors.

A creative and intentional approach to multilingualism in all Peak's work.

Board Reporting on digital and physical audience development via quarterly operational reports and attending Board meetings.



Performance Butty, Hinterlands Wales, 2019 with Stefan Caddick. Photo by Vaida Barzdaite

Person Specification

All Peak staff, whether employed or freelance, should have a commitment to equitable practice and the essential role of arts and culture in the lives of people and communities. We prioritise wellbeing and ask all our staff to work flexibly and supportively to ensure a positive and dynamic work culture.

Skills, knowledge and experience

- have a creative and inclusive vision for Peak's communications work rooted in artistic programmes collectively developed by staff, freelance practitioners, young people, rural communities and other collaborators
- able to create clear and engaging content for a range of audiences, translating artistic concepts and challenging work, particularly in racial, social and climate justice, into inclusive and approachable language
- have a bold and intentional approach to working with Welsh Language and other languages spoken in Wales and be inspired by the creative potential of multilingual working
- have a strong understanding of social media channels and digital audience development; understanding and developing the distinct roles of our website, social media channels and newsletter communications – developing different audience segments and growing new audiences
- knowledge of email marketing techniques and tools (we use MailChimp for our newsletter), google analytics and maintaining websites
- able to build trust and to nurture strong relationships with staff, collaborators and partners
- able to work effectively as a member of a team, often working across different sites and locations
- able to manage and prioritise diverse strands of activity, at pace
- knowledge and experience of the visual arts sector and/or other sectors such as climate work and social justice
- knowledge and experience of working in Wales and/or an interest in working in the specific context of Wales
- able to think and act strategically and in the long term.

Values

- committed to equity and challenging injustice
- a commitment to platforming the voices of artists, young people and rural communities at the heart of Peak's communications
- prioritising the voices and lived experience of those furthest from power and privilege in Wales
- committed to sustainable development
- open to challenge and able to actively listen
- empathetic and approachable
- a commitment to Welsh language and multilingualism in Wales, this role is open to non-Welsh speakers but a commitment to learning Welsh is valued.

It's also a bonus if you have...

- experience of a similar role that has included delivery and evaluation
- knowledge and experience of professional development programmes for young people
- the ability to speak and/or write in Welsh
- knowledge and experience of the particular challenges faced by rurally-based communities – we include valleys-based communities as well as more 'agricultural' towns and villages within our region
- experience in using Adobe Photoshop, InDesign and Illustrator
- experience in Video editing (for instance Premiere Pro; Final Cut Pro)