

Job Title: Development and Communications Director



Introduction

Thank you for your interest in the Institute of International Visual Arts (iniva) and the role of Development and Communications Director. As the organisation looks to the future and embarks on a major project which will shape its direction, this new role marks a new chapter for iniva and we are seeking a versatile fundraising and communications professional to join the organisation as it embarks on an exciting new chapter.

Central to the next phase for iniva is ensuring its future resilience and development. The Development and Communications Director role has been established to lead and implement an ethical and strategic approach to communications and income generation to enable sustainable growth in the organisation's business model. Key responsibilities will include setting and managing the organisation's communication's strategy to tell the story and impact of iniva, manage relationships with key funders and embed a culture of fundraising across our activities.

The Development and Communications Director will also specific responsibility for developing and delivering an ethical, strategic and robust income generation including fundraising from and managing relationships with trust and foundations, corporate sponsors, and individual donors. Responsible for around 50% of iniva's income, this role will also lead on the story of iniva's successes and impact in supporting artists and communities of the Global Majority and cultivating new partners and audiences to support the organisation and its assets including the Stuart Hall Library, Archive, publishing output and artistic programme. The Development and Communications Director will be a care-led and thoughtful fundraising and communications professional committed to furthering the organisation's stability and growth. You will be committed to supporting iniva's artistic mission by managing and providing strategic direction for income generation. You will be someone who can act as a senior ambassador for the organisation as well as someone with the ability to manage relationships to the highest level.

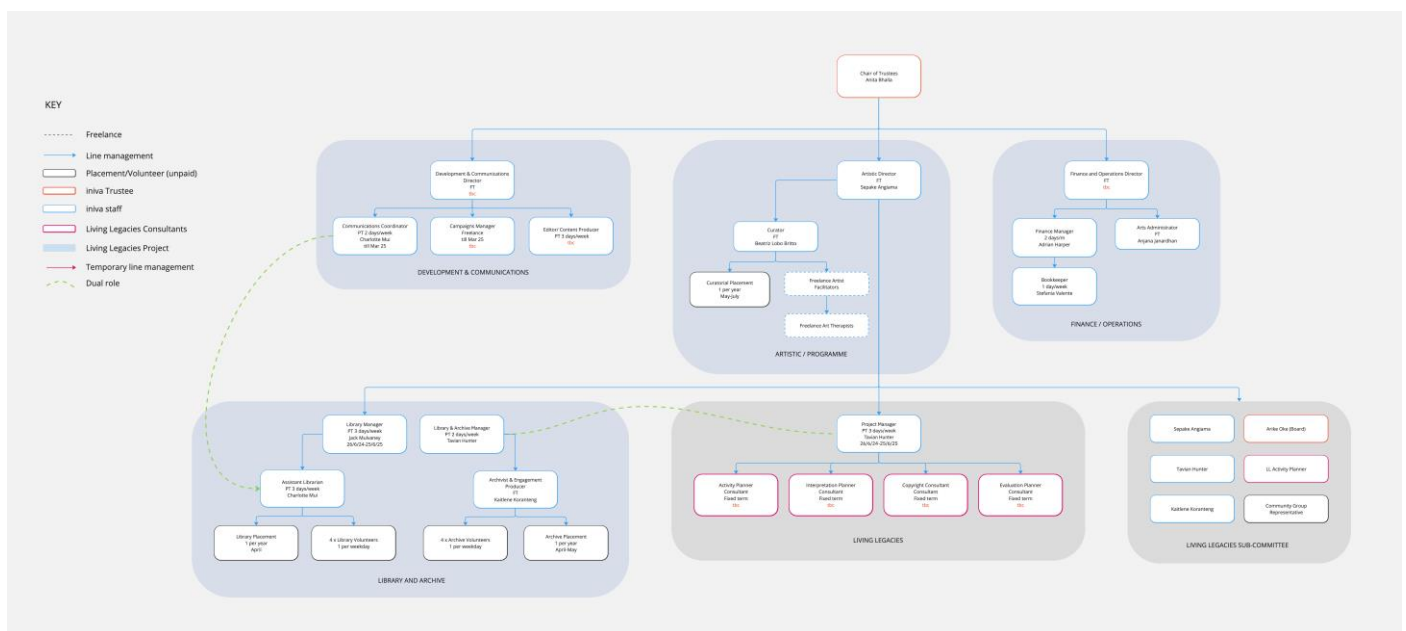
About iniva

iniva is a visual arts organisation whose artistic programme reflects the social and political impact of globalisation, encouraging discourse and debate on issues surrounding the politics of race, gender and class.

Founded 30 years ago, in 1994, under the leadership of renowned academic Professor Stuart Hall, iniva is a non-profit organisation based in London. It has established itself as a pioneering arts organisation in the UK and beyond.

With the Stuart Hall Library acting as a critical and creative hub for its work, iniva collaborates with artists, curators, researchers and cultural producers to challenge conventional notions of diversity and difference. The library holds a collection of over 10,000 publications, including artist books, monographs, exhibition catalogues, journals and zines, as well as an archive of iniva's history promoting the work of Black and Asian artists such as those from the Black British Arts Movement.

iniva's programme supports artists and cultural producers at different stages in their careers, offering residencies, developing research, commissioning new work and promoting practice which enables artistic ambition and development. By cultivating innovative thinking, iniva is committed to disseminating research across a wide cultural spectrum and geographical network. Our ambition is to build a greater body of knowledge around each of the artists with whom they work to ensure the legacy of their practices for future generations of researchers and audiences. Our mission is for everyone to know the global histories and legacies of internationalism and the Black British Arts Movement to invest in its future.



About Stuart Hall Library

iniva is the home of Stuart Hall Library, a specialist library that centres art and theory publications from the Global Majority, African, Asian, Caribbean, Polynesian, Latinx, and diaspora perspectives.

Named in honour of iniva's first chairman and cultural theorist, Professor Stuart Hall, the library holds a reference only collection of over 10,000 publications on the history of international contemporary visual art and culture. The collections include over 4,000 exhibition catalogues, 3,500 monographs, 400 journal titles with many rare items important to the Black British Arts Movement, and a growing collection of contemporary artists and activist zines on the politics of race, class, gender, and sexuality.

The library provides a context for iniva's archives and the opportunity to study the institution's legacy preserving and promoting the work of artists of African and Asian descent born or based in the UK since 1994. The physical archive contains artist files, slides, ephemeral material documenting iniva's activities and a substantial audio-visual collection of artists' films and interviews. The library also plays a significant role in iniva's artistic programme through running talks, exhibitions and events including the Research Network Programme.

About Our Business Model

iniva is an Arts Council England (ACE) National Portfolio Organisation (NPO) and as such we receive regular funding from ACE. In fulfilling our obligations as an NPO we create work of artistic and cultural excellence and are innovative in the way our work engages with audiences. In 2023, NPO funding represented 40% of our annual income with 7% coming from trading activities such as the sale of artwork, exhibition and event income or sale of publications. The remaining 53% came from other fundraising primarily Trust and Foundation or other Statutory sources.

Main purpose of the role

The Development and Communications Director is a new role at iniva which will take responsibility for iniva's income generation and communications strategies. The postholder will contribute to the organisation's strategic plan and will take the lead on communications, public relations, marketing, fundraising and other income generating activities, as well as acting as the lead contact for major statutory and trust funders. You will be responsible for ensuring the smooth running and growth of the organisation through successful and experienced communications and relationship management.

As outlined in our introduction this is a new role for the organisation. The Development and Communications Director will report to the Chair of Trustees. The role will be supported by (and will line manage) the Campaign Manager (fixed term until March 2025), the Communications Co-ordinator (fixed term until March 2025), Editor & Content Producer.

Crucially, as the role represents a refreshed structure for the organisation, the new Development and Communications Director will have the opportunity to shape the role around their strengths and working style. The main duties of the role provide a framework for the position.

Main Duties of the Role

Strategy and Leadership

- Take lead responsibility for iniva's income generation strategy to meet organisational targets, including developing new initiatives to increase income, applying for new funding and managing existing fundraising activity and relationships.
- Take lead responsibility for iniva's communications strategy, including exploring ways to develop new audiences through telling the story of iniva's activities and managing a PR and marketing plan to promote the organisation's work and impact.

Income Generation – Fundraising

- Lead iniva's strategic fundraising campaigns and deliver to agreed targets, including reporting and evaluation to relevant stakeholders, funders and the Board;
- Develop and manage fundraising campaigns and events to generate new fundraising relationships with individuals;
- Prepare and submit fundraising applications to trusts and foundations and statutory funders including managing and coordinating key existing relationships including (but not limited to) with The National Heritage Lottery Fund, Arts Council England and the Freelands Foundation;
- Develop and manage a robust pipeline of fundraising prospects suitable for supporting iniva's work across individual, Trust and Foundation, statutory and corporate sources;
- Work with the Co-Directors and wider staff team to identify potential fundraising approaches to provide support for programmes, the Stuart Hall Library and iniva's Archive.

Income Generation – Other

- Identify and exploit income generating opportunities around iniva's programme particularly in relation to major arts events nationally and internationally e.g. Frieze, 1:54 Art Fair, London Gallery Weekend, Venice Biennale, and book fairs such as Offprint.

Communications

- Develop and implement iniva's communications strategy, including digital and social media, PR and press campaigns, and marketing to promote iniva's work and enable the institution to develop;
- Oversee iniva's platforms including website, social media and support the Communications Coordinator and Editor and Content Producer in implementing and running campaigns and keeping iniva's communications channels up to date;
- Oversee the management and development of iniva's brand including implementing brand guidelines for content to reflect the score of iniva's work, values and ambitions;
- Lead the team in ensuring best practice in data collection and project monitoring to ensure the highest level of reporting to Arts Council and other key funders;

General Management and Governance

- Report to the Board on income generation and communications including preparing updates for Board papers and attending meetings;
- Manage income generation and communications budgets to ensure resources are managed as effectively as possible.

HR

- Line management of the Campaign Manager, Communications Co-ordinator and Editor & Content Producer

As a member of the iniva team:

- Support the philosophy, aims and objectives of iniva and champion our work;
- Promote and support equality, diversity and inclusion for all staff, contractors, volunteers and stakeholders;
- Uphold collective responsibility; knowledge sharing and team working across the organisation;
- Engage in continuing professional development, seeking to stay up to date with best practice in your area of work;
- Monitor and meet iniva's environmental responsibilities, priorities, actions and targets.

Who We Are Looking For

We are looking for someone with a proactive, self-starting leadership and working style who would enjoy the opportunity to shape the future of the organisation through income generation and strategic communications. You will be someone with a passion for the work of iniva and a belief in the work that we do. You will be someone who can lead by example through the highest level of relationship and stakeholder management and a clear ability to tell iniva's story to a wide and diverse audience base.

You will be someone who can build trust, lead and inspire others through your communication skills and who can develop clear and compelling narratives to generate income.

Your experience and knowledge will include successful fundraising and/or income generation within the cultural or charity sector, and experience of developing clear and compelling storytelling to communicate an organisation's impact. You will have a working knowledge of the cultural sector funding landscape. You do not need to have held an equivalent Director role already – your understanding of the work of iniva, your capacity for the duties of the role, and your ability to create and deliver an income generation strategy are the foremost considerations.

Person Specification

Essential

- Demonstrable experience of managing a team with a strong ability to build team spirit to create an inclusive work culture;
- Clear income generation skills including demonstrable experience of growing income from statutory funds, trusts and foundations or individual giving;
- Excellent communication skills with a wide range of stakeholders, including the ability to communicate a vision, build trust and craft a persuasive narrative;
- Experience of bid-writing and/or tender submissions;
- A track record of meeting ambitious income targets;
- Detailed knowledge of the current fundraising environment and the challenges facing those raising funds within arts and culture;
- A working knowledge of digital communication and marketing tools;
- Demonstrable ability to monitor and evaluate initiatives and programmes and communicate impact;
- An understanding of iniva's mission and a commitment to its values;
- A commitment to centring diversity, inclusion, accessibility, and social impact in your work by demonstrable, practical means;

Desirable

- Good knowledge of the museums, galleries, visual arts and/or higher education sectors in the UK;
- Experience of leading communications for an organisation;
- Experience of strategic business planning.

Terms and conditions:

Reporting to: Chair of Trustees

Contract: Permanent

Working hours: 4 days per week

Location: At present the team work between home and the office at the Stuart Hall Library in London. We would expect this role to work at least 2 days a week from the office (with at least one of those days crossing over with the other Co-Directors).

Salary: £38,400 per annum (£48,000 full-time equivalent pro rated)

Annual leave: 22 days per annum inclusive of public holidays

How to Apply

To apply for the Development and Communications Director at iniva, please send a supporting statement (of no more than 2 pages) outlining why you want to work for iniva and how you meet the person specification, and your CV (no more than 2 pages) to recruits@achates.org.uk. Supporting Statements and CVs should be submitted as attachments in either PDF or Word formatting. Your application will be initially reviewed by a member of the Achates team and then sent directly to the iniva team for final shortlisting and interview management.

As part of your application please also provide the names of two referees who can be contacted upon receipt of a conditional job offer. Please also complete our Equal Opportunities Monitoring form which can be downloaded [here](#).

[Equal Opportunities Monitoring Form](#)

We guarantee first round interviews to candidates who self-identify as having a disability and have demonstrable senior fundraising experience. If you see yourself as someone who meets these criteria, please say so in your supporting statement.

If you would like an informal conversation about this role whilst considering your application, please contact Vicki Grace at Achates Recruits, who are supporting us with this process. You can reach Vicki by email on vicki@achates.org.uk. These conversations will not influence our selection process.

Deadline

- The deadline for applications is **9am 15th July**. Applications received after this time will not be accepted.
- Interviews: First round interviews will take place during week commencing 22 July. A second-round interview may then place take during week commencing 29 July for successful candidates.

If you require any of this information in an alternative format, then please email vicki@achates.org.uk.