



Dub Encyclopaedia ©Pupat Chenaksara

Website & Communications Manager Recruitment Pack

Deadline: Applications will be accepted until the post is filled.



INTRODUCTION TO INIVA

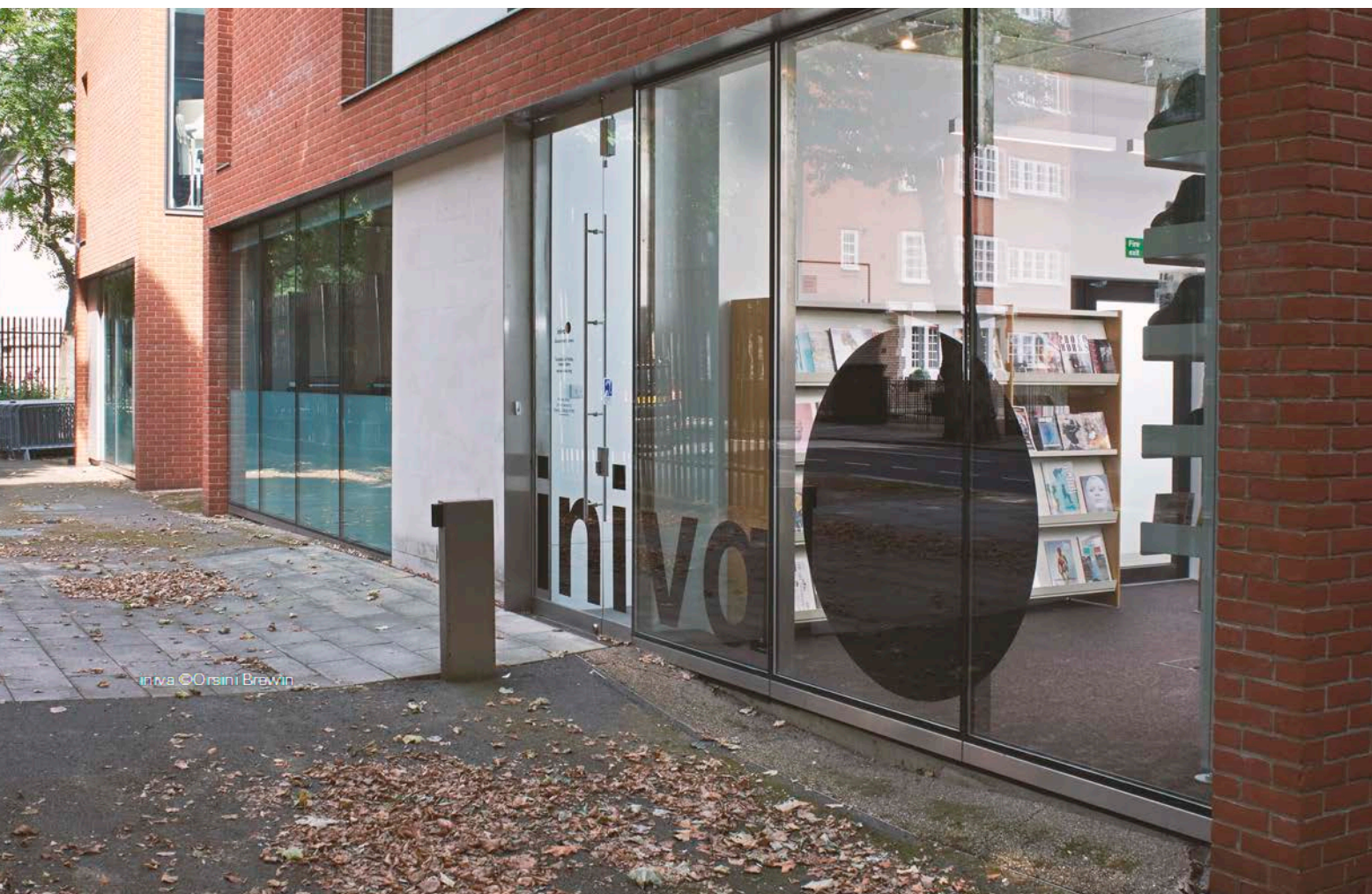
The Institute of International Visual Arts (iniva) is a charity based in Pimlico, London. Founded to challenge inequalities in the visual arts, since 1994 we have created spaces for Black and Global Majority artists and communities, nurturing creative practices and expanding the ways we understand art, culture and society. Through commissions, residencies, workshops, exhibitions, and publishing, iniva supports artistic practices that critically engage with lived experiences of racism, anticolonial struggles, identity politics, and social change.

At the heart of iniva is the Stuart Hall Library (SHL), named after the influential cultural theorist, our founding Chair. The SHL houses a world-class collection of over 10,000 volumes, artist books, catalogues, journals, zines, and mixed media archival materials from over three decades of iniva's history. Providing a unique research centre dedicated to sharing knowledge, addressing inequality of representation and ensuring the visibility and legacy of diverse artistic practices, the library is a vital gathering space for artists, audiences, researchers and communities.

iniva's core programmes engage artists locally and internationally through our Research Network, Library Residency, Digital Pavilion, CoLab school programme, Exhibitions Programme and public events at the Library and partner venues. Each year, our work reaches over 70,000 people digitally and 6,000 in person, including 1,900 visits to the Stuart Hall Library. Global Majority audiences represent 63% of our engagement, with young people aged 20–25 making up 20%.

iniva continues to create equitable, anti-racist spaces where artists and audiences can explore global and diasporic perspectives together.

Read more at www.iniva.org



INTRODUCTION TO THE PROJECT

Living Legacies: Collaboration, Community and Radicality is a transformative four-year project rooted in the heritage of Global Majority artists and their work in the UK. It activates iniva's unique visual arts archive and reconnects it with local and national communities. Through an exciting programme of exhibitions, events, podcasts, oral histories and digital resources, the project will surface existing histories and expand access to multicultural creativity and knowledge.

Grounded in Westminster (iniva's home) and shaped by the diverse communities of Lambeth and Southwark, *Living Legacies* centres intergenerational community collaboration with young people (16-25) and older adults (65+). Public programming is enriched by local residents, artists, educators and partnerships, ensuring the archive speaks to lived experiences while resonating nationally.

The project will:

- Improve access using a newly designed website and physical accessibility to iniva's Stuart Hall Library and Archive
- Increase engagement with archival material through co-creating content and new storytelling
- Grow knowledge and skills by supporting underrepresented people into the heritage and archiving sectors, strengthening iniva's resilience

Living Legacies will offer a space for everyone to explore their place in the world, reflecting on identity, culture and belonging, ensuring this vital legacy lives on.

The role of **Website & Communications Manager** has been made possible through The National Lottery Heritage Fund. Read more about the project: <https://iniva.org/programme/projects/living-legacies-collaboration-community-and-radicality/>



STAFF STRUCTURE

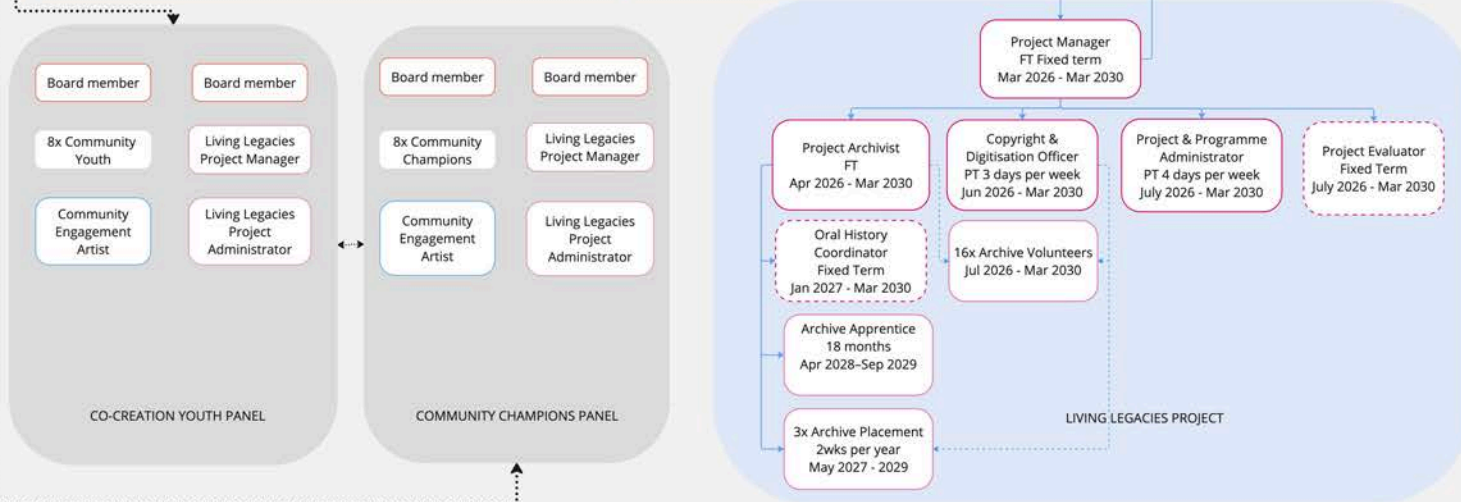
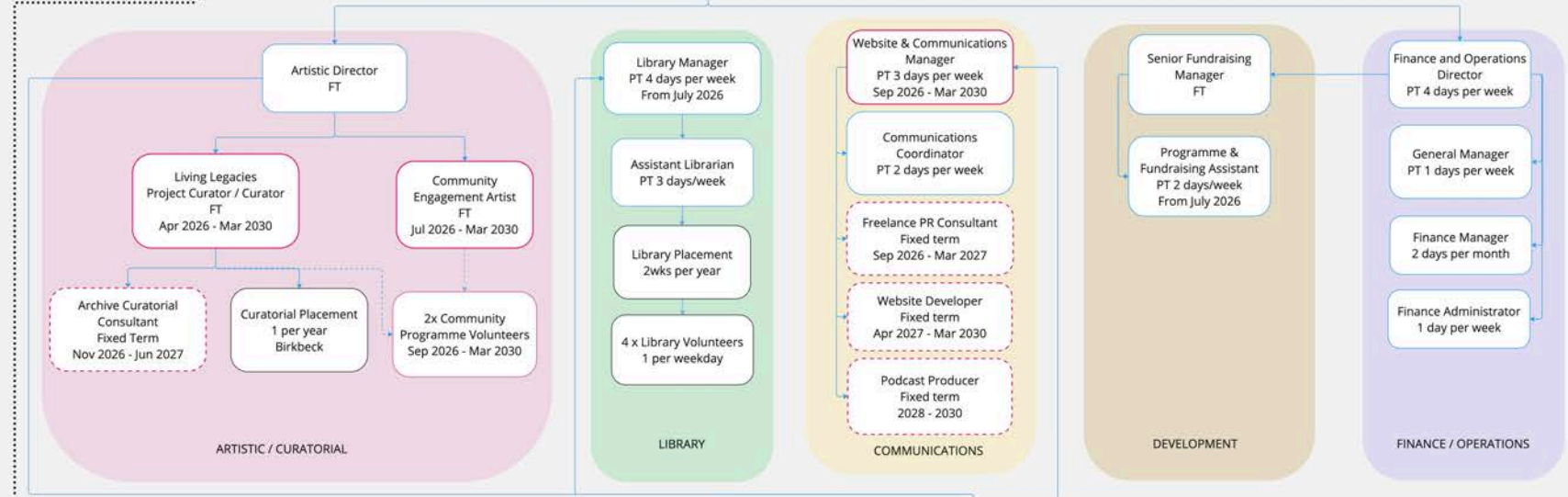
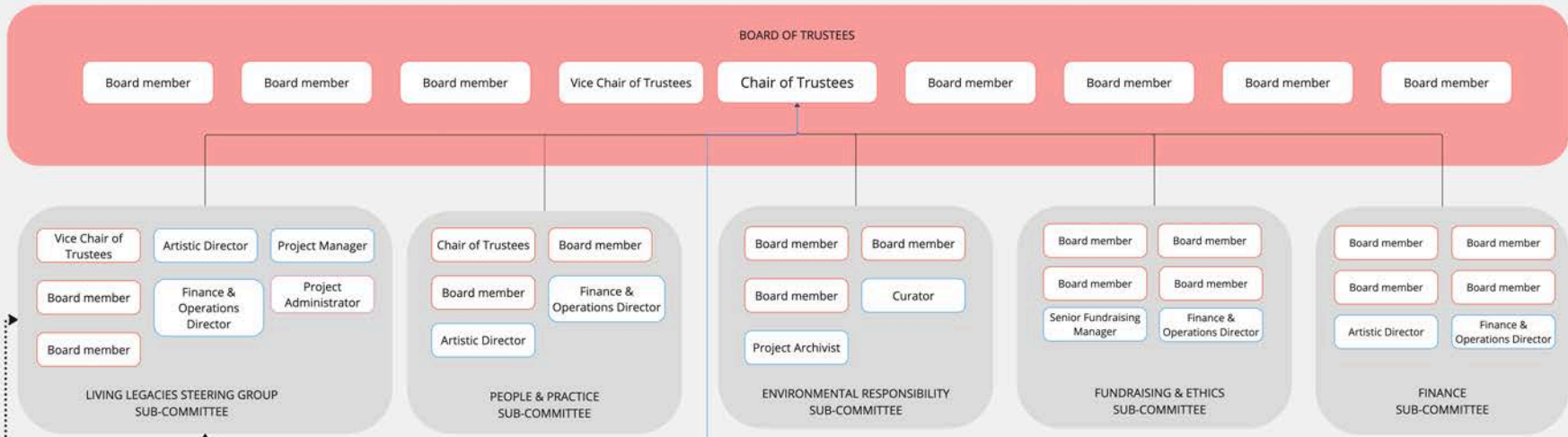
iniva is led by Co-Directors **Sepake Angiama (Artistic Director)** and **Susannah Gorgeous (Finance & Operations Director)**, supported by a culturally diverse Board of ten Trustees chaired by **Anita Bhalla**. The Board meets quarterly, with four sub-committees—**Fundraising & Ethics, Finance, People & Practice**, and **Environmental Responsibility**—providing additional oversight and guidance.

iniva's core team includes the Co-Directors, Senior Fundraising Manager, Project Curator, Communications Coordinator, Programme & Fundraising Assistant, and a Library and Archive team consisting of a Library Manager, Project Archivist and Assistant Librarian. The organisation is also supported by a General Manager and freelancers, including a Finance Manager and Bookkeeper.

As iniva embarks on its flagship National Lottery Heritage Fund project, *Living Legacies: Collaboration, Community and Radicality*, a dedicated project team will lead delivery between 2026 and 2030. The Website & Communications Manager will be **line managed by the Living Legacies Project Manager** and will work closely with the Senior Fundraising Manager and wider iniva team to coordinate project activity.

They will have line management responsibility for one internal Communications Coordinator and will oversee a range of commissioned freelance creatives and consultants, including a PR Consultant, Website Developer and Podcast Producer. They will also act as the main point of contact for additional external contributors such as graphic designers, photographers and videographers etc (see the organisational chart on page 6).





- KEY**
- - - Freelance
 - Reporting
 - Line management
 - Supervision
 - Placement/Volunteer
 - iniva Trustee
 - iniva staff
 - ▭ Living Legacies Team
 - ▭ Living Legacies Project
 - ▭ Board of trustees
 - Dual role
 - ⋯ Feedback Loop

**iniva Staff Plan
2026 - 2030**

INTRODUCTION TO THE ROLE

iniva is seeking an experienced, thoughtful and collaborative Website & Communications Manager to join our team at a pivotal moment for the organisation. The role sits at the heart of *Living Legacies: Collaboration, Community and Radicality*, a four-year National Lottery Heritage Fund project that activates iniva's archive and connects it with communities through exhibitions, events, podcasts, oral histories and digital resources.

Working at iniva is dynamic, creative and purpose driven. As a small organisation, we value people who can work confidently on their own initiative while collaborating closely with colleagues, freelancers and partners. This part-time role (3 days per week) is offered as a fixed-term contract over four years, with responsibilities evolving across the project lifecycle — from strategy and planning in the early stages to website redevelopment, major public programmes and legacy outputs in later phases.

The Website & Communications Manager will work closely with the Project Manager and wider team to support clear communication, shared understanding and joined-up audience engagement. The role plays a key part in shaping how audiences encounter *Living Legacies* and iniva more broadly, ensuring communications are inclusive, accessible and grounded in the organisation's values.

We're looking for someone who cares about creating more equitable cultural spaces and enjoys sharing stories that connect artists, archives, and communities.

IDEAL CANDIDATE

This role would suit a practical and **organised communications professional with strong writing and digital skills**. You will be a confident and clear communicator, able to produce engaging, accessible content for a range of audiences across web, email and social media.

You will have **experience working with websites**, including contributing to or supporting a WordPress (or similar CMS) website redevelopment, and be comfortable collaborating with website developers to deliver user-friendly, accessible digital experiences.

You will bring the ability to plan and coordinate work across multiple projects, managing timelines, contributors and priorities effectively. Experience supporting or overseeing freelancers such as PR consultants, graphic designers, photographers, videographers etc or external partners is helpful, alongside a collaborative approach and good organisational skills.

We are particularly interested in candidates who bring transferable skills from other sectors, along with curiosity, initiative and a willingness to learn. You should be motivated by working in a small, purpose-driven team and be committed to inclusive, accessible communication.

This role supports a multi-year heritage project focused on the histories and practices of Black and Global Majority artists. **We particularly welcome applicants with lived experience and/or a strong interest in these areas, and a commitment to inclusive, anti-racist and accessible communication practices.**

We know that no one will meet every requirement. If you meet most of the criteria and feel excited by the role, we encourage you to apply.

JOB DESCRIPTION

Website & Communications Manager (0.6 FTE)

Salary: £22,800 per annum (based on a 3-day-per-week schedule; £38,000 full-time equivalent).

Employment Type: Fixed Term Contract; September 2026 – March 2030

Hours: 3 days (21 hours) per week

Reporting to: Living Legacies: Project Manager

Direct Reports: Communications Coordinator (0.4 FTE), Freelance PR Consultant, Website Developer, Podcast Producer

Location: iniva, 16 John Islip Street, London, SW1P 4JU with some travel across London boroughs

Role Purpose

The Website & Communications Manager will lead iniva's communications for a four-year fixed-term project (3 days per week), with responsibilities evolving across the project — from setting up systems and plans in Year 1 to delivering public activity, website redevelopment and legacy outputs in later phases.

Focusing on *Living Legacies*, the postholder will lead communications activity to grow and diversify audiences while maintaining strong engagement with existing audiences. They will manage a small communications team, including the Communications Coordinator, and coordinate different freelancers over the life of the project, such as a PR Consultant, Website Developer and Podcast Producer to deliver clear, consistent and values-led communication across the organisation.

Working closely with a freelance Website Developer and internal teams, the postholder will oversee the redevelopment of iniva's website, ensuring it is accessible, user-friendly and supports the project's digital content and long-term needs. They will also work collaboratively with the Senior Fundraising Manager, Project Manager and Project Curator to ensure joined-up, timely storytelling that reflects the aims of the project and supports audience engagement.

Project Specific Duties

The duties below reflect the role across its four-year term. Activity in Years 1–2 will focus on communications planning, audience development, team coordination and early digital work. Website redevelopment (Years 2–3) and press activity for exhibitions (Years 3–4) will increase in later phases. Not all responsibilities will be active at the same time.

Communications Strategy, Planning and Audience Development

- To review, refine and deliver the *Living Legacies* Communications Plan in collaboration with the wider project team, ensuring alignment with audience development goals, legacy planning and funder expectations.
- To lead audience development activity for *Living Legacies*, balancing growth and diversification with the retention of iniva's existing audiences.
- To ensure consistent application of iniva and *Living Legacies* brand, tone of voice and values across all communications outputs.
- To establish and maintain communications systems, workflows and standards to support effective delivery across the team and with external contributors.

- To manage marketing, communications and documentation budgets ensuring activity is delivered within agreed resources for the organisation.

Website Redevelopment & Digital Experience

- To provide oversight of the redevelopment of iniva's website (2027-2028), working closely with the Website Developer and internal stakeholders to ensure the site meets accessibility standards, audience engagement objectives and digital preservation needs.
- To manage the Website Developer and relevant budget lines to deliver a user-friendly, accessible website that supports archival access, digital outputs and the wider public programme.
- To ensure the website reflects the interpretive aims of *Living Legacies* and supports long-term access to project outputs, including oral histories, exhibitions and archival content.
- To gather and commission content from project partners and programme leads to ensure inclusive, participant-led storytelling is reflected across digital platforms.

Content, Campaigns & Creative Management

- To oversee the creation, scheduling and publication of engaging digital content for Living Legacies, working with the Communications Coordinator across social media, email newsletters and website updates to raise awareness of the project, grow and engage existing and new audiences, and share stories, opportunities and project milestones.
- To commission and manage promotional materials, including digital and print assets, working with graphic designers, photographers, videographers and other freelance creatives to create compelling content that reflects the project's values and reaches diverse audiences.
- To provide clear briefs, quality control and sign-off for commissioned content, ensuring outputs are on brand, accessible, high quality and delivered on schedule, and support meaningful engagement with participants, partners and audiences.
- To coordinate the promotion of project events and exhibitions, including digital and print listings, invitations, ticketing and on-site communications logistics, helping to maximise attendance, participation and the visibility of Living Legacies across communities and partner networks.

Monitoring, Evaluation & Reporting

- To oversee monitoring and evaluation of communications activity for Living Legacies, drawing on digital engagement data across web, email and social media platforms to understand audience reach, engagement and impact.
- To lead on communications-related reporting for senior management, the Board and funders, working with the Communications Coordinator to collate insights, data and evidence that demonstrate impact, learning and audience development.

- To use evaluation findings to inform ongoing communications strategy, audience development activity and project learning.

Collaboration & Internal Coordination

- To work collaboratively with the Project Manager, Project Curator, Senior Fundraising Manager and wider iniva team to ensure consistent messaging, joined-up communications and coordinated project delivery across all strands.
- To support shared understanding of communications priorities across exhibitions, podcasts, oral histories and community engagement activity, ensuring coherence of messaging and audience experience.
- To contribute to a culture of knowledge sharing, collective responsibility and values-led working across the organisation.

Press & Public Relations

- To provide oversight and be the main point of contact for press and media activity for *Living Legacies*, setting priorities, approving messaging and coordinating delivery with the Freelance PR Consultant, annually for three major project exhibitions and public programme (2027-2030).
- Liaise with external PR consultants to support programme promotion, ensuring assets and information are shared accurately and on time.
- To support the development and approval of press materials, including press releases and image assets, ensuring clarity, consistency and alignment with project messaging and organisational values.
- To oversee media listings, press scheduling and coverage tracking, using insights to inform future communications planning in consultation with the PR Consultant.
- To ensure compliance with funder branding and visibility requirements, including National Lottery Heritage Fund acknowledgement guidelines.

General Duties (In common with all iniva staff)

- To support the philosophy, aims and objectives of iniva and to champion its work.
- To promote and support equality, diversity and inclusion for all staff, contractors, volunteers and stakeholders.
- To uphold collective responsibility, knowledge sharing and team working across the organisation.
- To contribute to, and follow iniva's organisational policies and procedures, particularly policies relevant to your defined responsibilities and area of work.

- To ensure proper record keeping, filing and archiving of all communications and documentation related to your area of work.
- To engage in continuing professional development, seeking to stay up to date with developments and best practice in your area of work.

Note: This is a description of the job as it is at present constituted. It is iniva's practice to examine job descriptions regularly and to update them to ensure that they accurately reflect the job required to be performed, or to incorporate proposed changes.

PERSON SPECIFICATION

The postholder for this role should demonstrate the following qualifications, experience, skills and knowledge:

Essential

- Proven experience developing and delivering a communications strategy, ideally for cultural or heritage projects.
- Experience in website development or managing website redevelopment projects, including working with web developers on design, UX, accessibility and audience engagement.
- Strong copywriting and editorial skills, with the ability to produce clear, engaging and accessible content across platforms.
- Experience creating and scheduling content for digital channels, including social media, email newsletters and websites.
- Understanding of accessibility standards for digital content (e.g. WCAG 2.2) and inclusive communication practices.
- Experience in line management of staff and commissioning or supervising freelance creatives — including PR professionals, website developers, graphic designers, videographers, photographers and content producers — to deliver high-quality, on-brand and accessible content.
- Experience coordinating press and media engagement, including drafting press releases and managing listings.
- Ability to collect and interpret digital engagement data (e.g. social media insights, email performance, web analytics) for evaluation and reporting.
- Strong organisational and time-management skills, with the ability to manage multiple deadlines and priorities.

- Collaborative approach and experience working across teams to ensure consistent, values-led messaging.

Applicants do not need agency-level PR experience; experience of coordinating or overseeing press activity within a wider communications role is sufficient. We are not expecting candidates to demonstrate equal depth across all areas; instead, we are looking for a strong overall match against the Essential criteria.

Desirable

- Familiarity with iniva's mission, and an understanding of visual arts, archives or Black and diaspora cultural heritage in the UK.
- Experience promoting exhibitions, podcasts, or public programmes within an arts or heritage context.
- Knowledge of web content management systems (e.g. WordPress), email marketing tools (e.g. Mailchimp) and marketing management tools (e.g. SocialBee and Hootsuite).
- Experience producing or editing visual content using graphic design tools (e.g. Adobe Creative Suite, Canva and Figma), with an eye for layout, accessibility and brand consistency.
- Experience developing or applying audience development strategies.
- Understanding of digital preservation principles for online content.
- Experience creating inclusive, participant-led storytelling in partnership with community groups.
- Confidence in briefing designers and overseeing the production of promotional materials across print and digital.
- Awareness of brand compliance and funder visibility guidelines (e.g. The National Lottery Heritage Fund).

Note: Applicants cannot be expected to be equally strong on all the above criteria, but to provide evidence across the range, in varying strengths and combinations. iniva are committed to supporting staff in training and support to achieve the standards required to undertake the role.

DIVERSITY & ACCESS

We warmly welcome applications from people of all backgrounds and life experiences. We particularly encourage candidates who identify as **Black, Asian or from other Global Majority communities, disabled people, LGBTQ+ people, and people from lower socioeconomic backgrounds**, who are often underrepresented in the arts and heritage sectors.

We are committed to **equity, accessibility and antiracist practice**. If you would like to share any access needs or request reasonable adjustments to the application or interview process (for example, alternative formats or additional time for a written task), please tell us when you apply — we'll be happy to **help**.

HOW TO APPLY

To apply for the role of Website & Communications Manager at iniva, please send the following three documents as attachments in either PDF or Word format to recruitment@iniva.org with '**Website & Communications Manager**' as the email subject:

- a **supporting statement** (of no more than 2 pages) outlining why you want to work for iniva and how you meet the person specification
- **your CV** (no more than 2 pages)
- a completed **Equal Opportunities Monitoring Form** which can be downloaded [here](#).

As part of your application, please also provide the names of **two referees** who can be contacted upon receipt of a conditional job offer.

Applicants must have the right to work in the UK at the time of application.

DEADLINE

Applications will be accepted until the post is filled.

INTERVIEW DATES

The first round of interviews will involve a short presentation, or similar and full details will be provided in advance upon invitation to interview. A second-round interview will then take place, if required for successful candidates.

Due to limited resources, we are unable to respond individually to applicants who are not shortlisted. We are grateful to everyone who takes the time to apply and appreciate the care and effort involved in preparing an application.

ENQUIRIES

Enquiries about the role, shortlisting and interviews

Susannah Gorgeous (Finance & Operations Director): susannah@iniva.org

General enquiries about the application process: info@iniva.org