



The Big Draw

'P/T Subscription and Audience Development Officer'

Job Description and Person Specification

Job Title:	'Subscription and Audience Development Officer'
Type:	P/T Fixed Term
Salary:	£26,000pa pro rata 3 days per week for 2 mths (0.6 fte post) offered on a freelance basis and paid on a daily rate (£100 a day). Please note you will be responsible for making your own Tax and NI payments.
Contract:	Offered as a 2 mth temporary freelance fixed term contract
Contract hours	35 hrs per week for full time – 21 hrs for this post
Office hours	10:00 – 18:00 (days flexible)
Responsible for (staff):	N/A
Base:	The Big Draw office in E14, London
Line-Managed by:	Director and Operations Manager
Accountable to:	Director
Holiday:	N/A – This is a freelance position and is paid on a daily basis
Submission deadline:	Thursday 24th August @ 5pm
Interview Date:	Tuesday 29 th August
Start Date:	As soon as possible

Background

The Big Draw charity

Founded in 2000, The Big Draw is an arts education charity that promotes visual literacy and the universal language of drawing as a tool for learning, expression and invention. The charity leads a diversified programme encompassing advocacy, empowerment and engagement, and is the founder and driving force behind The Big Draw Festival – the world's biggest celebration of drawing. The Big Draw manages collaborative research projects, campaigns and educational conferences on visual literacy, digital technology and S.T.E.A.M. The charity supports professional and emerging artists through The John Ruskin Prize and exhibition, and through events, awards, and competitions, creates platforms for each and everyone who wants to draw as well as those who think they can't!

The Big Draw Festival

Launched in October 2000, The Big Draw Festival has encouraged over four million people back to the drawing board. It has notched up two world records – for the longest drawing in the world (one kilometre) and the greatest number of people drawing simultaneously (over 7,000). The first Big Draw Festival in 2000 attracted 180 partner organisations. Since then, the number had risen to over 1,000, with over 400,000 people participating each year. What began as a one day celebration of drawing in October 2000 in the UK, is now an annual month-long festival of drawing across the world. Read more at: www.thebigdraw.org



Patrons include Quentin Blake, Andrew Marr, Bob & Roberta Smith RA, Lord Foster of Thames Bank, David Hockney OM CH, Sir Roger Penrose OM, Gerald Scarfe CBE, Posy Simmonds MBE and former Children's Laureate, Chris Riddell.

The Role

International arts education charity The Big Draw seeks a motivated and passionate individual to promote organiser subscriptions for the world's biggest drawing festival.

The role will involve identifying and contacting potential Big Draw festival organisers for 2017 via telephone and email to explain the various benefits and resources on offer at various membership tiers. *The Subscriptions and Audience Development Officer* must be able to clearly communicate the value of taking part to a range of potential organisers in terms of heightened publicity, targets and awards to their institution.

The selected individual will have a confident and effective telephone manner. Previous sales or membership scheme experience is desirable. This would be an ideal position for someone looking to gain experience in the arts and charity sectors.

The selected candidate will be based at The Big Draw offices in Trinity Buoy Wharf for 21 hours a week for 2 months starting early September until 31 October 2017.

The successful candidate will need to be confident about undertaking their own research, although the Director, Operations Manager and Administrator will provide supervision as required throughout.

The Big Draw already has a presence in over 26 countries worldwide but we are always keen to attract new organisers for the festival. This is a new role and a great opportunity for both the charity and new team member. Subject strictly to future funding and the right individual, there may be future opportunities beyond the fixed term period currently offered.

NB: This is a fixed term contract running until the end of October 2017 when the festival ends. The successful candidate will ideally be available to start as soon as possible.

The successful applicant must be highly computer literate, able to work within a team as well as on their own initiative and work to tight deadlines and targets.

Whilst not essential, direct previous experience gained within a cultural, heritage or arts organisation is desirable. Also desirable is experience of charity membership schemes, telemarketing, sales and/or charity fundraising.

This experience may have been gained through either employment or placement/volunteering opportunities.

Our festival takes place around the world so a second language would be an asset – especially Italian, French, German, Spanish, Dutch, Chinese or Japanese.

A) Responsibilities

General:

- To have some understanding of the work of The Big Draw
- To encourage, research, follow up and secure as many new organisers as possible for the festival – via phone and e mail
- To underpin the teams joint efforts in securing new event organisers – via e-marketing, social media and linked marketing campaigns.



- To support the Administrator with communications in relation to festival subscriptions
- To cross-reference Big Draw events being publicly advertised with internal records for subscribed Big Draw Festival organisers (**The Big Draw** is a protected Trade Mark) and take action where required.
- To support the team in contacting those bodies and organisations currently using The Big Draw branding to support either a festival event or any other activity that has no association with our charity
- To research and follow up on leads from sectors under-represented with our event organisers.
- To gather feedback from Big Draw Award winners and Big Draw Festival Organisers.

Key attributes the successful candidate will demonstrate are:

- Ability to learn quickly and amass new information then readily access and apply for results
- Fully understand a brief and be able to articulate this with confidence and integrity – both on the phone and online
- Have an outstanding telephone manner and the confidence and resilience to push forward on both 'cold' and 'warm' leads
- Have the skills and personality to contact a range of clients from all sectors
- Enjoys meeting sales targets
- Be a genuine team player and have an excellent sense of humour
- Be tenacious!

B) Person Specification:

- Ability to demonstrate an eye and flair for customer support and income generation within the charity sector
- Have strong research skills
- Highly IT literate – including familiarity with mailchimp and social media
- The candidate will be able to work well within a small team as well as take the initiative when needed
- Ability to be able to work to tight deadlines
- A quick learner
- Excellent Communication Skills – both verbal and written
- A meticulous and organised approach to work
- A professional, flexible and proactive attitude
- Commitment to access and equal opportunities
- Experience is more valuable than education so we welcome applications from candidates who fit the profile above

C) Application details and Timeline:

To apply please send a CV and Cover letter explaining your suitability for the role referencing the key attributes above.

Please e mail your submissions to kate@thebigdraw.org



You may also post them to:

Kate Mason
The Big Draw HQ
Electricians' Shop,
Trinity Buoy Wharf,
64 Orchard Place,
London, E14 0JY

The deadline for all submissions is Thursday 24 August @ 5pm.

Applications received after this will not be considered.

We anticipate shortlisting immediately and will contact shortlisted candidates on Friday 25 August.

Applicants must be available to attend **interviews on Tuesday 29 August**. We will acknowledge receipt of all applications but if you do not hear from us on Friday 25 August please assume your application to have been unsuccessful.

D) Diversity and Monitoring:

We'd be most grateful if you could also complete the enclosed monitoring form for our records.

GOOD LUCK in your applications

WWW.THEBIGDRAW.ORG

